

# SPONSORSHIP HIGHLIGHTS FOR 2012

**READ THIS BEFORE GOING TO SPONSORSHIP PAGE!**

**THE GAME DAY BOOK IS A 70-90 PAGE PUBLICATION THAT IS PRODUCED AFTER HOURS DURING A TWO WEEK PERIOD BEFORE OUR FIRST HOME GAME. IT IS IMPORTANT THAT ALL INFORMATION IS PRESENTED PROPERLY AND FLOWS SMOOTHLY TO REACH THE PRINTER'S DEADLINE. ADS WITHOUT SPONSOR'S FULL MAILING ADDRESS WILL BE RETURNED TO THE PLAYER FOR PROPER RE-SUBMISSION.**

## **1. GET YOUR SPONSORSHIPS IN NOW.**

Do not wait until the last day of the deadline. We take sponsorships from the month of January until the Spring Camp deadline.

## **2. ELECTRONIC ADS**

Electronic ads are the preferred method of advertising we will be using. We will be accepting electronic ads in JPEG and PDF only. **They must be handed in on a CD disk** (no 3.5" floppies). **Do not e-mail the file.** Scanned ads must be scanned at 300 dpi. The CD must be handed in with the sponsor's full mailing address including postal code (for tax-deductible receipts).

## **3. LAST YEAR'S ADS**

If you are using the same ad as last year, you must hand in the sponsor's full mailing address with either a photocopy of the ad from last year's book or a full 8.5x11 piece of paper with the ad's title/description.

## **4. WRITING ON ADS**

Some sponsors wish us to do their updating for them and write new information across the ad, over top of the good parts and render the ad useless without modifications. Because of time restraints **we will not be correcting, adding to, or touching up ads whatsoever.** We will only enlarge, reduce, and scale parts of the ad to fit within the game book parameter as needed. Also, do not write information on back of ad with felt-tip pen or magic marker.

## **5. HANDING IN PROCEDURE**

All sponsorship ads and money must be handed in using the procedure listed on page 2 of this sponsorship document. **PROCEDURES: SEE PAGE 2 -**

The Essex Ravens **Game-Day Book** is a publication sold at all home-games and is designed to assist those players who want to play, but **do not have the financial resources** to raise the full or part of the \$460.00 registration fee. It is the Essex Ravens' desire that no player be prevented from playing because of finances - all he needs to do is find sponsors who will subsidize all or part of his fee by placing their business ad in our Game Day Book.

<b>Business Card</b> <b>\$35.</b>	<b>Quarter-Page</b> <b>\$75.</b>	<b>Half-Page</b> <b>\$150.</b>	<b>Full-Page</b> <b>\$300.</b>
Business Card placed in Game-Day Book for all JV & Varsity home games and home play-off games.	Quarter-page ad in Game-Day Book for all JV & Varsity home games and home play-off games.	Half-page ad in Game-Day Book for all JV & Varsity home games and home play-off games.	Full-page ad in Game-Day Book for all JV & Varsity home games and home play-off games.
Sponsor also gets (2) season tickets for regular season games.	Sponsor also gets (2) season tickets for regular season games.	Sponsor also gets (2) season tickets for regular season games.	Sponsor also gets (4) season tickets for regular season games.
<i>Tax-Deductible receipt mailed to sponsor.</i>	<i>Tax-Deductible receipt mailed to sponsor.</i>	<i>Tax-Deductible receipt mailed to sponsor.</i>	<i>Tax-Deductible receipt mailed to sponsor.</i>
<b>Tall..... 2 3/8"</b> <b>Wide..... 3 1/2"</b>	<b>Tall..... 4 3/4"</b> <b>Wide..... 3 1/2"</b>	<b>Tall..... 4 3/4"</b> <b>Wide..... 7 1/8"</b>	<b>Tall..... 9 1/2"</b> <b>Wide..... 7 1/8"</b>

- Place all sponsorship money, cash or cheque, **IN AN ENVELOPE** along with sponsors' ads, either hard copy or CD disk.
- On the **BACK** of the sponsor's ad (or 8.5x11 sheet of paper) write:
  - Player's name
  - Ad type (i.e. quarter-page, half page)
  - **FULL ADDRESS** of sponsor, including **POSTAL CODE**  
 (*mailing address for tax-deductible receipts to sponsor*)
  - If ad is too small to write address, use larger paper and hand in with ad.
- On the envelope write:
  - Player's name
  - Amount of money inside envelope
  - Number of sponsorship ads inside envelope
- Ads should be black & white line art, if possible. Colors and dark-grey halftones may not reproduce well. Rare "Vertically" designed business cards will be placed in the book horizontally, as per Game-Day Book layout regardless.
- To avoid mix-ups, **DO NOT** hand in ads without cash, or cash without ads. They must be handed in together with all information as explained here. All sponsorships must be handed in to your head coach **BEFORE** the end of training camp. If using same ad as last year, provide full mailing address of sponsor - **DO NOT** expect us to hunt for it in last year's book and search for mailing addresses.

**NO PERSONAL ADS FROM FAMILY MEMBERS! BUSINESSES ONLY!**