



# GRISSOM MEN'S SOCCER - 2018

## Instructions for Sponsor/Ad Sales

Please review the information packet for this year's Sponsor/Ad Sales. The Sponsor/Ad Sales are the primary fundraising program for the team. The more you sell, the more you help lower your personal dues and the more you support your team. It is a team effort!

Each player is required to sell \$100 in sponsor/ads. After the first \$100 sale, your player will receive 50% credit to apply directly to their player dues - after deducting \$50 if new banner is needed.  
(see example on next page)

- Please honor the combined Men's and Women's existing accounts list that will be provided. Most sponsorships are based off of the relationship of the player. If you contact previous/existing sponsors earned by another player and not assigned to your player, the resulting sponsorship will be assigned to the original player. **A list of existing sponsors can be viewed at on Google Docs using this link: [https://docs.google.com/spreadsheets/d/12J3tSvYoMR\\_jmAlbJbRGzGWmMi-EJR4Q5wLEkdmig\\_U](https://docs.google.com/spreadsheets/d/12J3tSvYoMR_jmAlbJbRGzGWmMi-EJR4Q5wLEkdmig_U).**
- Please email Robyn at **ah64carter@gmail.com** when you have contacted a new business (include your player's name). If the business sponsors the team, we will earmark that account as yours for future sponsorships. If they decline and request that we stop contacting them, let us know and we can make a note of that so that we don't generate ill will. The list on Google Docs will be updated frequently and you can view it anytime.
- On December 1, 2017 all previous sponsors *not* contacted by the original player of record will be open for any player to approach for a new ad/banner sale.

Start contacting businesses/individuals for sponsor/ads **now**. When a business has agreed to sponsor the team, please do the following...

- Step 1: Fill out the sponsor information sheet completely
- Step 2: Collect payment at the time of sale (cash or check to **Grissom Soccer Club**)  
(Contact Trina Weir, treasurer, if your sponsor wants pay via PayPal using a credit card with a 2.5% fee)
- Step 3: Fill out and leave the bottom part of the form as their receipt
- Step 4: Turn in the sponsor sheets with payments as you receive them. Please mail/drop off to:  
Robyn Nitz, 2520 Weatherstone Rd, Huntsville, AL, 35803
- Note: Email artwork directly to Robyn at **ah64carter@gmail.com**.

**Deadline for payment, forms and artwork is December 15, 2017.**

**However, please DO NOT wait until you have received all sales before submitting your sheets.**

**If you have questions please contact Robyn Nitz at (321) 301-3520, [ah64carter@gmail.com](mailto:ah64carter@gmail.com)**

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## HOW DO PLAYER CREDITS FOR SPONSORSHIPS WORK?

***AFTER*** the first \$100 sale is made, players earn the following credits that are applied directly to reducing their dues:

Sponsor Level/Ad	Cost	Player Credit
Tiger	\$1000	\$450 new sponsor \$500 returning sponsor
Orange	\$500	\$200 new sponsor \$250 returning sponsor
White	\$300	\$100 new sponsor \$150 returning sponsor
Full Page Ad	\$200	\$100
Half Page Ad	\$100	\$50
Quarter Page Ad	\$50	\$25

### **Example of How Sponsor Credits are Applied:**

Total Sold by Player: \$600 (assume \$500 Orange New Sponsor and \$100 Half Page Ad)

Deduct Required Minimum -100

Deduct Cost of New Banner - 50

Subtotal \$ 450

***Player Credit Applied to Dues: \$225 (which is 50% of the subtotal)***