## Shades Valley All-Sports Program 2010

### ADVERTISEMENT SALES FORM

**PLEASE PRINT and complete this form fully!**

<table>
<thead>
<tr>
<th>Name of Purchaser:</th>
<th>Address:</th>
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<table>
<thead>
<tr>
<th>City/Zip:</th>
<th>Phone:</th>
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<tr>
<th>Email:</th>
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**SOLD BY (student):**

<table>
<thead>
<tr>
<th>Sport</th>
<th>Grade:</th>
<th>Phone:</th>
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### BUSINESS OPTIONS

#### ALL-SPORTS PROGRAM AD*

- Full Page (b/w) – $250
- ½ Page (b/w) – $140
- ¼ Page (b/w) – $90
- ⅛ Page – business card (b/w) – $50
- Inside Back Cover (color) – $900
- Inside Front Cover (color) – $900
- Outside Back Cover (color) – $1200

*Businesses that purchase a field or court sign from any sport now for the 2010-2011 season receive a 20% discount on their All-Sports Program ad. PROOF OF SIGN PURCHASE IS REQUIRED.

#### BOOSTER CLUB WEB SITE AD

- “Friend of the Mounties” – $50
- Silver Sponsorship – $100
- Gold Sponsorship – $200
- Platinum Sponsorship – $500+

Visit: [SVHSBoosters.edublogs.org](http://SVHSBoosters.edublogs.org). Web ads run August 1-July 31 annually and include a weblink, your logo, and contact information. We can supply web traffic volume data on request.

### TOTAL AMOUNT ENCLOSED: $ 

### STUDENT ADS

#### ALL-SPORTS PROGRAM AD (check one):

- Full Page (b/w) – $175
- ½ Page (b/w) – $90
- ¼ Page (b/w) – $50

(Note: A student ad is one purchased by or for SV/IB students. Ads that include a reference to a business must be purchased with the business pricing, even if the ad includes reference to or photos of students.)

### INSTRUCTIONS

**TYPE OF AD (check one):**

- New Ad – All artwork must be submitted ready via disk or email
- Renewal – Use the same ad as last year with no changes

**INSTRUCTIONS**

**The Booster Club is not responsible for the return of photos.**

**You can email photos to the mailbox below.**

Instructions: ____________________________________________________________

Submit all forms, checks (payable to SVHS Booster Club), photos and ad copy by JULY 23, 2010 to:

Shades Valley High School  
Attention: Booster Club  
6100 Old Leeds Road  
Irondale, AL 35210

[This notation on the envelope is very important!]

Send Photos and Questions to: SVHSBoosters@gmail.com.
Instructions

IMPORTANT: It is critical that every ad sold or donation received be accompanied by a thoroughly completed form in order to assure that the sport and athlete receives the appropriate credit. AND TAKE NOTE OF THE JULY 23 DEADLINE!

Definitions

All-Sports Program: Similar to what other schools call a “football program,” the SV Booster Club produces this book over the summer each year, for distribution beginning with football season. It is a beautiful 120-page color Program that includes: (1) team photos of all sports offered at Shades Valley (for spring sports, previous year photos are printed), (2) football team photos in a center-page spread, (3) season schedules for football and any other sport that turns in a schedule in time for printing, (4) photos of the band and cheerleaders, and (5) business and personal ads.

Student (personal) ads: Parents and students can purchase advertising pages for the purpose of recognizing the student’s accomplishments for a lower price than business ad rates. (Students may appear in business ads, but such ads are charged the business ad rate.) Multiple students may choose to purchase a personal ad together. However, only one form, one check, and one sport can be used per ad. Personal ads are paid back as a fund raiser to the sport the same as business ads (though there is less profit).

Field/Court Signs: Many sports rely heavily on revenue from signs they sell to be displayed on their field/court during their season. The Booster Club encourages those sports to “package” the signs option with an ad in the All-Sports Program –by offering a 20% discount on an All-Sports Program ad if they purchase a field/court sign in conjunction with the ad. (Sports keep 100% of all their field/court signs sales!)

Web Advertising: Sports can sell ad space on the Booster Club blog for very reasonable rates. The Booster Club will negotiate with the sports on a case-by-case basis to pay them a percentage of web ads they sell. It will be an excellent selling point for you to offer businesses. We are working on installing a web traffic tally form on our blog. If a business is interested in knowing our web traffic volume, ask them to contact svhsboosters@gmail.com.

Helpful Sales Hints

• If a business is interested in purchasing an ad, ask them if you can pick up their check and completed form rather than rely on them to mail it in. Or you can supply them with a stamped envelope addressed to the Booster Club so they may mail it faster.

• Draft a simple cover letter from your athlete, explaining the purpose of the solicitation, so he/she can leave it with the business. This doesn’t take the place of the athlete making a personal presentation. Make sure you point out all deadlines!

• Follow-up on any businesses that say they’ll “think about it.”

• Point out to business two reasons why our Program is a good advertising purchase:
  (1) Because this isn’t just a football Program, we sell them at home football and basketball and volleyball games.
  (2) The audience at our football, basketball, and volleyball games is not limited to just Irondale residents—because the students and families represented at SVHS/JCIB come from all over Jefferson County!