



Houston County High School

Soccer Program Advertising



Sponsor Information

Company/Name: _____

Address: _____

City: _____ State: ____ Zip: _____

Contact Name: _____

Contact Phone: _____

Contact e-mail: _____

Notes: _____

Player Information

Player Name: _____

Player Phone: _____

Player e-mail: _____

Payment Information

Ad paid by: Cash \$ _____ or
 Check# _____ for \$ _____

Please make checks payable to **HoCo Soccer**

An invoice can be e-mailed or mailed, but please confirm mailing instructions for invoicing below:

Billing Contact: _____

CHECK ONE Send to e-mail: _____

Send to Address: _____

Select Sponsorship Below

- Platinum \$1,000
- Gold \$ 400
- Silver \$ 250
- Bronze \$ 175

Platinum: Featured \$1000* Sponsorship includes 2 season passes, Full Page Ad, sign on fence, business name announced at every home game, special recognition on "Sponsors Night" at center field, hocosoccer.com web link on front page, and 2 complimentary team photos and 2 Sponsor Program books.

Gold: Preferred \$400* Sponsorship includes 2 season passes, Full Page Ad, sign on fence, web link on hocosoccer.com, and a complimentary team photo and Sponsor Program book.

Silver: Select \$250 Sponsorship includes Half Page Ad, and a web link on hocosoccer.com

Bronze: Sponsorship includes 1/4 Page Ad.

Mail checks to: Houston County High School
C/O Coach Abby Layfield
920 Highway 96
Warner Robins, GA 31088

*Sponsor Program Book is gloss black and white on 8.5 x 11 pages. Fence signs are 4'x8' color. \$50 discount package renewals from previous year for Platinum and Gold Packages.

Design Information: Very Important! Please attach the desired ad layout and payment to this completed form and return to Coach Layfield. Sponsors can choose to e-mail their desired company logo or artwork in either .jpg, .png, .pdf, or .gif format to hocosoccer@yahoo.com. HoCo Soccer will crop/resize the artwork as necessary to ensure ad fits in the space purchased.

General Sponsorship Sales Information

1. Each player is responsible to sell at least \$400 in ad sales. The funds raised through the HoCo Soccer program ad/fence sign sales will be used for expenses such as training gear, uniforms, and equipment. The program needs equipment as soon as possible for training purposes. ***The money you help the program raise through ad sales will benefit your program.***
2. Payment for ads should be collected in advance, unless invoicing by mail or email is necessary. Although checks are to be made out to "HOCO Soccer", the program supports and features pictures, rosters, and schedules of both the men's and women's teams, JV and Varsity.
3. Not only are we trying to raise resources for the soccer program, we are trying to help our business partners promote their businesses, products, and services! Stress to your prospective customers that they will have access to a good market of impressionable consumers including students, faculty, parents, grandparents, and out-of-town guests.
4. Remember, we cannot accept ads that promote anything inconsistent with the standards of HCHS, HOCO Bears Soccer, and the HCBE. We reserve the right to decline sponsor ads that are inappropriate or not to the standard we promote.
5. Fence signs are rigid, 4' tall and 6' wide, and weather proof. The signs are printed in color to the sponsor's specifications. Signs are sold as a package deal as described on the order sheet. The sign art will be used for display at Varsity games on the billboard. A featured link for the business or organization will be displayed on the hocosoccer.com web site as well. Companies that purchased the fence sign package the previous year can purchase the same package for a discounted price of \$350 for this season, unless a new sign is required.
6. **All business sponsors will be encouraged to attend Sponsor Appreciation Night, which will be at Freedom Field during the 2019 regular season .**
7. Parents/Guardians/Grandparents/families are also encouraged to purchase ads. Purchasers can write supportive remarks for their player and HoCo soccer. If there is room in the ad, a picture(s) can be included. This is a great idea for seniors as a farewell acknowledgment!
8. When you sell your ads, we request a HIGH-QUALITY ad layout, drawing or photo, description of what the business wants on the page, etc... Electronic information can be in .pdf, .jpg, or png but needs to be in high resolution for best results. At a minimum, we request a business card from the sponsor with contact information. Encourage business to place discount or coupon ads. For example, a restaurant might include a statement that saying, *"Show This Ad to receive a 20% Discount"* or *"We give 10% to fans wearing a HoCo Shirt"*.
9. We can begin accepting ads NOW! The goal is to have the programs and signs printed and our program ready for sale no later than the first regular season home game. That being the case, ***we must have all ads submitted by Friday, January 31, 2020!*** We would prefer you turn ads as early as possible so that we are not swamped with ads at the last minute. Please shoot to have your ads in before mid-January.
10. If you have questions, please send an e-mail to HOCOsoccer@yahoo.com with "Ad Sales Question" in the subject line. Talk to Coach Layfield you have questions and ***GOOD LUCK!***