



# 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 \$ \_\_\_\_\_  
 Check# \_\_\_\_\_

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:

Send to e-mail: \_\_\_\_\_

Send to Address: \_\_\_\_\_

### Select Sponsorship Below

- Diamond \$1,250
- Platinum \$1,000
- Gold \$ 400
- Silver \$ 250

**Diamond:** Featured \$1250 Sponsorship includes HCHS Front Sign advertisement thru soccer season, 2 season passes, Jumbo Tron Ad at Freedom Field during all home games, Business name on Team T-shirt, business name announced at every home game, special recognition on "Sponsors Night" at center field, hocosoccer.com logo on front page, and complimentary team photo.

**Platinum:** Featured \$1000 Sponsorship includes 2 season passes, Jumbo Tron Ad at Freedom Field during all home games, Business name on Team T-shirt, business name announced at every home game, special recognition on "Sponsors Night" at center field, hocosoccer.com logo on front page, and complimentary team photo

**Gold:** Preferred \$400 Sponsorship includes 2 season passes, Jumbo Tron Ad at Freedom Field, Business name on Team T-shirt, logo on hocosoccer.com, and a complimentary team photo.

**Silver:** Select \$250 Sponsorship includes Business name on Team T-shirt and logo on **hocosoccer.com**

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

**Design Information: Very Important!** Please 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 your ad fits on the Jumbotron.

## General Sponsorship Sales Information

1. Each player is responsible to sell at least \$400 in ad sales. The funds raised through the HoCo Soccer 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 Houston County School District. We reserve the right to decline sponsor ads that are inappropriate or not to the standard we promote.
5. Freedom Field Jumbo Tron Ads will be displayed at all Home soccer games played at Freedom Field. Business ads will be prioritized (either with longer display time and/or first in the ad rotation) based on sponsorship level. A featured link for the business or organization will be displayed on the hocosoccer.com web site as well.
6. **All business sponsors will be encouraged to attend Sponsor Appreciation Night, which will be at Freedom Field during the 2023 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 Monday, January 23, 2023!*** We would prefer you turn ads as early as possible so that we are not swamped with ads at the last minute.
10. If you have questions, please send an e-mail to [HOCOsoccer@yahoo.com](mailto:HOCOsoccer@yahoo.com) with "Ad Sales Question" in the subject line.