

## Paul Laurence Dunbar Girls' Soccer

1600 Man-O-War Blvd, Lexington, KY 40513



### Program, Banner, and Website Ad Sales

One of our primary fundraising opportunities in the Girls Soccer Program. We sell advertising to local families, friends, and businesses. The ads are printed in the program along with pictures and information about our team. This is a first-class program which will be seen by a wide range of people. It is distributed free of charge to our players' families and to our advertisers. Banners are on display in the Jon R. Akers Stadium for all PLD Fall Sports, while ads on the website remain for 1 year.

Each of the girls is requested to raise \$500 in program ad sales, banner sales, and/or website sales. All ads, contracts, and payments are due **Sunday, July 16, 2017**, at Player Registration, which is before tryouts. We need everyone to meet this deadline in order to have the programs and banners printed in a timely fashion.

Attached is a "Master Copy" of the ad contracts. Please make your own copies of the ad contract and use these when selling ads. Electronic copies will also be available on our website. A contract must be filled out for each ad sold.

Also attached is a list of last year's advertisers. The player who sold the ad last year needs to contact the person/business again this year. Please do not solicit ads sold by another player!

Please submit all artwork to, [pldfiledrop@gmail.com](mailto:pldfiledrop@gmail.com)

If you have any questions regarding ad sales, please contact Doug Roach at [daroach@me.com](mailto:daroach@me.com) (513) 218-2238 or Tony Green at [tonygreen@twc.com](mailto:tonygreen@twc.com) (859) 533-8588.

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## Soccer Year Book Ad Contract

Advertiser/Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

PLD Player's Name \_\_\_\_\_ Phone: \_\_\_\_\_

Payment: Cash: \$ \_\_\_\_\_ or Check: # \_\_\_\_\_ \$ \_\_\_\_\_

Make checks payable to **Dunbar Girls Soccer Booster Club**

*Please circle the ad purchased*

Size of Ad	Price	Price with Banner	Dimensions
1/8 page	\$40	NA	3.75 x 2.5
1/4 page	\$60	NA	3.75 x 5
1/4 page (runner)	\$60	NA	7.5 x 2.5
1/2 page	\$100	\$75	7.5 x 5
Full page	\$150	\$100	7.5 x 10
Full Cover Page	\$300	\$225	2 available*

*\* You must contact program ad chairperson to check availability*

**Please turn in the Program Ad Contract, Ad, and Payment to the PLD player.**

*Hard copy should be correct size and format for the ad ordered*

*Please do not fold, staple, tape, or write on hard copy of ad!*

*Ads may be emailed to [pldfiledrop@gmail.com](mailto:pldfiledrop@gmail.com) or submitted on a CD.*

Contact Signature \_\_\_\_\_ Date \_\_\_\_\_

**Paul Laurence Dunbar Girls' Soccer**

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**Banner Contract**

Advertiser/Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

PLD Player's Name \_\_\_\_\_ Phone: \_\_\_\_\_

Payment: Cash: \$ \_\_\_\_\_ or Check: # \_\_\_\_\_ \$ \_\_\_\_\_

Make checks payable to **Dunbar Girls Soccer Booster Club**

*Please circle the banner purchased*

Banner Size	Banner Supplied	Banner Not Supplied
3' x 6' (W x L)	\$300	\$385
Layout Charge	NA	\$20

**Banner will be displayed in the Jon R. Akers Stadium for all Fall Sports**

*If the banner is not supplied, please provide artwork. Electronic copies should either be high resolution (.jpeg), (.pdf), (.ai), (.eps) or vector file (line art). And emailed to [pldfiledrop@gmail.com](mailto:pldfiledrop@gmail.com)*

**Questions?** Contact Doug Roach or Tony Green: [daroch@me.com](mailto:daroch@me.com) or [tonygreen@twc.com](mailto:tonygreen@twc.com)

Contact Signature \_\_\_\_\_ Date \_\_\_\_\_

**Dunbar Girls  
Soccer Program  
Ad Sizes and  
Prices**

**1/4 Page  
\$60  
3.75" x 5"**

**OR**

**7.5" x 2.5 "  
Runner**

**1/8 Page  
\$40**

**Business Card  
3.75" x 2.5"**

**1/2 Page  
\$100  
7.5" x 5"**

***with banner: \$75***

**Full Page  
\$150  
7.5" x 10"**

***with banner: \$100***

**Full Page Cover  
\$300  
7.5" x 10"**

***with banner: \$225***



## Paul Laurence Dunbar Girls' Soccer

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April 11, 2016

### Home Game Sponsorship with Paul Laurence Dunbar Girls Soccer Team

Dear Potential Sponsor,

The hope of this partnership is to create community collaboration between Fayette County Public Schools/Paul Laurence Dunbar High School and the local business community. More and more events are being sponsored by local businesses than ever before as a way of advertisement. With this unique opportunity, the local businesses can market their products to Fayette County Schools and help expand our school events and/or athletic programs.

Our advertising packages include some of the following: advertisement banners, company ad in team program, company logo on website, as well as PA announcements during the games to name a few. Your company's advertisement will be seen and archived at [www.hometeamsonline.com/pldgirlssoceer](http://www.hometeamsonline.com/pldgirlssoceer).

Again, we are extremely excited about the opportunity to bring Paul Laurence Dunbar Girls Soccer and your business in as partners. Please feel free to contact Tony Green when you are ready to partner with our soccer program. [tonygreen@twc.com](mailto:tonygreen@twc.com) or 859-533-8588

Thank you so much for sponsoring the students of Fayette County Public Schools, where it's about kids.

Sincerely,

Dunbar Girls Soccer

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Company Website \_\_\_\_\_

## Home Game Sponsorship Package

- Stadium banner for advertisement (visible for all Fall Sports at PLD)
- Company Logo on PLD Girls Soccer Team website
- Company Logo in the PLD Girls Soccer Team program
- Tent/Company Booth during Home Game for promotion
- Distribution of company's promotional coupons for advertisement
- PA announcements throughout game
- Game ball delivery promotion during coin toss
- Half-time PK shoot-out to promote company
- **PRICE: \$500**

## Home Games to Sponsor

- August 23<sup>rd</sup> - Lafayette
- August 30<sup>th</sup> - Lexington Catholic
- September 11<sup>th</sup> - Oldham County
- September 13<sup>th</sup> - Henry Clay
- September 25<sup>th</sup> - Tates Creek
- September 30<sup>th</sup> - Bryan Station (Senior Night)

**Off Limits Advertisers - Secured in 2016 by current Dunbar Players**

ADVERTISER	AD TYPE	ADVERTISER	AD TYPE
AB Nails	Banner	Stokley's Marine	Banner
Audibel Hearing Aid Center	Banner	Stone Roofing and Remodeling	Banner
Blakeman Real Estate	1/8 Page Ad	Stratton Eyes	1/2 Page Ad
Bumblebee Team Sports	1/8 Page	Taco Tico	1/2 Page Ad
Caswell & Carroll Salon	1/8 Page	TEM Electrical Contractors	Donation
Classic Remodel & Deck	Full Page	The Fisters - Rector Hayden	1/8 Page Ad
Colwell Realty	1/8 Page Ad	Turner Insurance Group	1/8 Page Ad
Dr. Gina Johnson Higgins	Banner	Texas Roadhouse	1/2 Page Ad
Drs. Knight, Wahle & Chalothorn	1/2 Page Ad	Waffle House	1/2 Page Ad
Evergreen Landscaping	1/2 Page Ad		
Fantastic Syling	1/4 Page Ad		
H2 Promotions	Full Page Ad		
IPM Pest & Termite	1/4 Page Ad		
J&R Construction	Banner		
Jets Pizza	Full Page		
John L. Wood Insurance	Full Page		
Juice Plus	1/8 Page Ad		
Kentucky Indoor Soccer	Full Page Ad		
Landscapers Corner	1/2 Page Ad		
Lexington Diagnostics Center	Banner		
Lexington Transmission	Banner		
Mi Pequena Hacienda	1/2 Page Ad		
Montrom Tax Service	1/8 Page Ad		
Most Valuable Pets	1/4 Page Ad		
Motorsports of Lexington	1/2 Page Ad		
Mow N Blow	1/8 Page Ad		
Nature's Splendor	1/8 Page Ad		
New Horizon's Scuba	Banner		
P&C Lab	1/8 Page Ad		
Rector-Hayden	1/2 Page Ad		
Regency Animal Hospital	1/8 Page Ad		
Republic Services	1/2 Page Ad		
Sew Awesome	1/8 Page Ad		
Strout Tate Wilson Engineers	Banner		
Sign Depot	1/8 Page Ad		
Simpson Optical	1/8 Page Ad		
Steckler Pediatric Dentistry	1/2 Page Ad		