

Program ad Q & A

What is my program ad sales goal?

We are asking each player to sell \$450 in program ads. This is not a requirement, but a goal to help us reach our fundraising target. Every ad sold helps, so don't let this discourage you from trying to sell even one ad – it all adds up!

Why are our ads due so early?

Our goal is to have the program published for distribution by the first season game to give our sponsors full benefit for advertising in our program. Creating the program is a time-consuming endeavor and the sooner we have the ads, the closer we are to achieving our goal. In furtherance of that goal, *please forward all ads to Cindi Doza pldsoccer@yahoo.com, as soon as you receive them*. The payment and contract can be turned in later. I am already working on the program and early submission of ad copy is very helpful.

What happens to the businesses that were solicited by last year's seniors?

If a graduating player has a sibling, those ads pass down to the sibling player. If the player does not have a sibling, those businesses will be contacted by a board member.

What happens if my son does not make the team?

In the unfortunate event that your player does not make the team, a member of the board will contact you for instruction about what to do with ads submitted by your family. All family ads/monies will be returned to you. Upon your request, we will return the business ads your player solicited, as well, so that the funds can be returned to the business. However, we will ask you if we may keep the business ads.

Good luck selling the ads. Start early and sell as many as you can! These ads account for more than 50% of our budget and the more successful this year's ad campaign is, the less fundraising we will need to do later in the year.

If you have any additional questions, please feel free to contact me.

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