

# Essex Ravens Football Club

## Sponsorship Program

**THE GAME DAY BOOK IS A 70-90 PAGE PUBLICATION THAT IS PRODUCED DURING A TWO WEEK PERIOD BEFORE OUR FIRST HOME GAME. IT IS IMPORTANT THAT ALL INFORMATION IS PRESENTED PROPERLY AND FLOWS SMOOTHLY TO REACH THE PRINTER'S DEADLINE. ADS WITHOUT THE NECESSARY INFORMATION WILL BE RETURNED TO THE PLAYER FOR PROPER RE-SUBMISSION.**

### **1. GET YOUR SPONSORSHIPS IN NOW.**

- Do not wait until the last day of the deadline. We take sponsorships from the month of February until the Spring Camp deadline.

### **2. ELECTRONIC ADS**

- Electronic ads are the preferred method for ad submission. All ads must be submitted in either JPEG or PDF ONLY
- We will also accept ads on USB. Ads on USB must be handed in in an envelope with necessary information.

### **3. LAST YEAR'S ADS**

- If you are using the same ad as last year, you must send a message via email to [ravensfootballsponsor@gmail.com](mailto:ravensfootballsponsor@gmail.com) indicating which ad from last year's book as well as the necessary information to send a tax receipt.

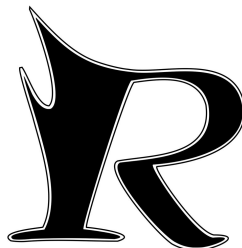
### **4. WRITING ON ADS**

- Some sponsors wish us to do their updating for them and write new information across the ad. Because of time restraints, we cannot correct, adding to, or touch up ads whatsoever. We will only enlarge, reduce, and scale parts of the ad to fit within the game book parameters, as needed.

### **5. SUBMISSION PROCEDURE**

- All sponsorship ads and money must be handed in using the procedure listed on page 2 of this sponsorship package.
- To avoid mix-ups, **DO NOT hand in ads without payment, or payment without ads.** They must be handed in together with all information as explained in the submission process. All sponsorships must be handed in to your team's General Manager **BEFORE** the end of training camp.

**NO PERSONAL ADS FROM FAMILY MEMBERS! BUSINESSES ONLY!**



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## Sponsorship Program

The Essex Ravens Football Club Sponsorship Program was designed to help offset the cost of registration for players seeking to play travel football. We believe that all players should have the opportunity to play a travel sport without barriers. This is where the sponsorship program comes in. All players need to do is find sponsors to help subsidize all or part of their \$700.00 registration fee by placing their business' advertisement in our Game Day Book, sold at every home game. The Game Day Book Sponsorship Program offers businesses a unique opportunity to showcase their brands to an audience of passionate football fans.

We have 3 size options for our Game Day Program:

Quarter Page Advertisement	Half Page Advertisement	Full Page Advertisement
\$100.00	\$200.00	\$400.00

### Sponsors will also receive:

- Season passes (2 passes for quarter and half page ads and 4 season passes for a full page ad);
- A tax-deductible receipt.

### SUBMISSION DETAILS

#### Payment

- Sponsors may submit payment by cash, cheque or etransfer.
- ◆ If paying by cash or cheque, please place monies **IN AN ENVELOPE** with the **NAME OF THE PLAYER BEING SPONSORED, THE NAME OF THE BUSINESS SPONSORING AND ANY OTHER AD DETAILS**
  - ◆ If paying by etransfer, please send money to [essexravens@outlook.com](mailto:essexravens@outlook.com) and indicate the **NAME OF THE PLAYER BEING SPONSORED AND THE NAME OF THE BUSINESS SPONSORING**

#### Ad submissions

- All advertisements should be emailed to [ravensfootballsponsor@gmail.com](mailto:ravensfootballsponsor@gmail.com) with the subject line: **NAME OF PLAYER SPONSORSHIP or brought in on a USB.**
- ◆ The body of the email should include the following details:
    - Name of player being sponsored;
    - Name of Business
    - Size of Ad;
    - The advertisement in JPEG or PDF format;
  - ◆ Multiple ads can be sent in the same email if submitted electronically.
  - ◆ Ads submitted on USB should be submitted in an envelope with the following:
    - Player's name
    - Payment in the envelope
    - Ad details
    - The **FULL MAILING ADDRESS** of sponsor including the **POSTAL CODE** or a email address to be used for the tax-deductible receipt.
  - ◆ Each ad should be in a separate envelope if submitting on USB.