

August 24, 2016



## Parent/Player Guidelines Ads in the BSC Tournament Program

### Soliciting ads:

- Go to your local merchant, restaurant, carry-out, gas station, dry cleaners, beauty shop, lawyer, doctor, dentist, corporation and friends and ask them to purchase a tax-deductible ad in the 2016 Bethesda Premier Cup Program. Explain about the Bethesda Soccer Club, your team and the tournament. Be sure to show them last year's program and mention the large number of local families reading the book -- the tournament expects over 1,000 teams, the majority from the local area.
- Show each merchant the ad options: general ads (full page, half page, and quarter page or business card size), display ads (the inside front cover, back page, inside back cover and back cover), and patron ads. See the Advertisement Agreement for specific sizes and prices. The specified sizes assume the ad has a border. If the artwork does not have a border, it must fit into the specified sizes. Indicate on the Advertisement Agreement what size of ad is to be purchased by the merchant.
- Contact BSC Advertising Coordinator, if you have a merchant for a PREMIUM ad. These ad pages sell very quickly and the space (and credit for the ad!) goes to the first recorded advertising agreement.
- Patrons are friends, relatives, neighbors, teachers, businesses and corporations who contribute funds without placing ads. These contributions may be tax-deductible. The patron's name and/or a single line of text will be listed in the program.

### Completing Paperwork:

- Advertisement Agreement: The player/family and/or the merchant should complete the advertiser's information, advertisement size & cost, artwork details and check details. **The box with the black rule around it must be completed by the BSC player/family soliciting the ad.** Sales cannot be credited properly without this information.
- Artwork must be electronic (jpg, gif, or pdf files, 600 dpi resolution). If for some reason you cannot obtain an electronic version of your ad, please contact [advertising@bethedasoccer.org](mailto:advertising@bethedasoccer.org) for guidance. If your advertiser would like to use last year's ad, please note that on the paperwork in the appropriate place.
- The Advertiser **must** provide an electronic copy of the ad. We do not have the resources to create the ads for them.
- **Patron ads must indicate the line of text to be included in the ad.**
- Make checks payable to Bethesda Soccer Club. If the advertiser wishes to use a credit card, please send in name and email address, along with ad info and they will be billed via email.

### Returning Advertising Agreement, Check and Artwork:

- It is YOUR responsibility to get the Advertising Agreement, check & artwork (paper clipped together in this order) for each ad to your team ad rep by the date they have specified. They will add your ad to the Team Summary Sheet. All ad paperwork must be submitted by the team advertising representative at the October 17 tournament meeting. The advertising coordinator cannot accept Advertising Agreement forms, checks & artwork directly from individual players/families.
- **Advertising Agreements, checks & artwork will not be accepted after October 17, 2016.**
- **Ad agreements can also be submitted online these year at <https://goo.gl/forms/4VnFkSK17LIXjuBv2>**

Questions? Display Ads, Advertising and Artwork: [advertising@bethedasoccer.org](mailto:advertising@bethedasoccer.org)