

August 31, 2015

**Team Tournament Rep  
Processing your Team's ads**

**Each BSC team is strongly encouraged to submit one full-page ad, with a picture, to represent their team in the BSC Tournament Program.** Payment for this ad is the responsibility of the team and the cost is \$150. Soliciting additional ads for the Bethesda Tournament book, while not mandatory, has in the past proven to be a very successful fundraiser for BSC players and teams. Your duties as a Team Advertising Representative are as follows:

**1. Determine Your Deadline for Submission of Completed Paperwork**

Determine what date each player/family must return the completed ad agreement, check, and artwork (paper clipped in this order for each merchant) to you by. This will vary based on each team's practice schedule. Allow yourself time to complete the Team Summary Sheet before submitting all ads (camera-ready with completed advertising agreement and full payment) to the Advertising Coordinators at the October 12th tournament meeting.

**2. Distribute Player Advertising Files**

Email a copy of each form listed below to each player/family on your team.

- Parent/Player Letter
- Ad Agreement

Please include in your e-mail a brief explanation of the benefits of participating in this effort. Make sure each player/family is aware of our deadlines.

**3. Collect Completed Advertising Packets and Fill Out Team Summary Sheets**

Review each submitted ad packet for completeness and accuracy. For each ad sold, submitted paperwork should include in the following order; ad agreement, check(s) & artwork. All artwork should have also been submitted in electronic format. After you have received all team ads, record each ad electronically on the Team Summary Sheet. If you require more than one sheet, number each sheet sequentially in the "Team Name" section of the form and subtotal each summary sheet. Provide a grand total on the last sheet. Because amounts for individual/team credit for ads are determined directly from the Team Summary Sheets, all ads must be submitted through the team advertising representative and must be listed on the team summary sheet.

**4. Attend the September 2<sup>nd</sup> and October 12<sup>th</sup> Tournament Meetings**

At the September 2nd meeting the ad information will be discussed. At the October 12th meeting, the advertising coordinator will verify your Team Summary Sheet(s), accompanying ad agreements, checks & artwork, and sign your Team Summary Sheet

**Remember:**

- **NO ADS WILL BE ACCEPTED AFTER October 12<sup>th</sup>.**
- You should be available to your team players/families at least once a week to answer questions and receive completed materials.
- It is your responsibility to make sure all artwork is in an electronic format.
- Only complete ad packets (containing ad agreement, payment & artwork) will be accepted.
- Age Group Sponsorship agreements and ad materials should be submitted directly to the Age Group Sponsor Coordinator. They are NOT to be recorded on the Team Summary Sheet.

**Questions?**

Advertising and Artwork: [advertising@bethesdasoccer.org](mailto:advertising@bethesdasoccer.org)