



TO: HFC Academy, Intermediate, and Classic Soccer Parents  
FROM: Mike Rottjakob, Executive Director  
DATE: Spring 2023

**RE: TOURNAMENT DIGITAL PROGRAM AD SALES  
18th ANNUAL RIVERSIDE SUMMER SHOOTOUT  
AUGUST 19-20 & 26-27, 2023**

Looking for ways to help pay for your family's cost of playing HFC Academy, Intermediate, or Classic soccer?

Raise money to help **directly** offset your player's fees by participating in program ad sales for the 18th Annual Riverside Summer Shootout soccer tournament program! Families will receive credit for 50% of the value of each ad they sell! (For example, if you sell a full-page ad for \$450, you will receive \$225 credit.)

We hope you will find this program helpful for your family as an effective way to offset travel soccer costs. In 2022, several families paid for nearly all, and some even paid for all, of their player fees using this program!

**How it works:**

1. You can find a link for all necessary documents listed below. We have included a program ad **sales form** and **cover letter** for businesses for HFC Academy, HFC Intermediate, and HFC Classic players.
- HFC Program [ad sales form](#) and [cover letter](#)

2. Player families need to submit completed ad sales forms for each add sold no later than

July 28, 2023. Camera ready artwork or artwork on disk must be submitted with the forms. **Artwork must be in format EPS, JPEG, PDF or TIFF. Business cards are acceptable (However, please do not staple them to the form).**

3. Artwork and payment is best collected by the person selling the ad. The online payment link can be shared with program sponsors, and checks should be made payable to ABYSA. If necessary, ABYSA will invoice businesses; however, if payment and artwork is not received by the production deadline of July 28, 2023, the ad will not be included in the program and no credit will be earned by the player selling the ad. We recommend that families personally ensure that payment is made to ABYSA.

4. ABYSA Board of Directors has the right to reject any ad. **No alcohol or tobacco ads will be permitted.**

5. The following List of businesses are major partners of ABYSA and **may not** be solicited for Program Ad Sales.

- Biltmore Estate
- Ingles Markets
- Emerge Ortho
- ABC Pediatrics
- Black Orthodontics
- Blue Ridge Power
- Daddy Mac's
- Longhorn Steakhouse
- Land O Frost
- Dick's Sporting Goods
- Wild Wings Café

### **Types of Ad Sales & Banners:**

#### **1. Ad Sales**

- Full Page (6.5" X 8")- \$450
- Half Page (6.5" X 3.875")- \$275
- Quarter Page (3.125" X 3.875")- \$150
- Business Card (3.5" X 2")- \$100

#### **2. Banners**

- \$200 to place a banner on a fence around John B. Lewis Soccer Complex or the Buncombe County Sports Park.
- The company is responsible for providing the banner.
- HFC will determine the placement of the banner to ensure that there are no conflicts with sponsors or other advertisements.
- HFC is not responsible for lost or stolen banners.
- Banners must be delivered to the ABYSA office no later than Monday, August 14, 2023.
- Banner must be picked up from the ABYSA office after the tournament.

### **Distribution of Funds:**

1. Proceeds from ad sales will be split as follows:

- a. 50% to player account
- b. 30% to G.O.A.L.S. Financial Aid fund
- c. 20% to ABYSA to cover production and administration costs

2. The HFC Player account will be credited directly.

An email will be sent to the player being credited letting them know the amount.

3. Proceeds from ad sales may ONLY be used as a credit toward HFC player fees.

No cash disbursements to individuals will be made. If you have a credit balance at the end of the season based on add sales revenue, funds will need to either be carried over to the following season, or forfeited.

Again, we hope you will find this program to be an effective way to offset travel soccer costs. If you have any questions please feel free to contact our Director of Development, Tonya Roberts, at [tonya@abysa.org](mailto:tonya@abysa.org).

Thank you for the opportunity to serve your family!