



RAINIER CHALLENGE PROGRAM AD SALES
an optional fundraiser that benefits you

WPFC Players and Parents,

WPFC offers several optional fundraising opportunities that could, in theory, allow its members to play for free each season. Rainier Challenge advertising sales is one of them and potentially the most beneficial for your son or daughter.

1. How Does this Fundraiser Work?

The Rainier Challenge prints a tournament program. The program will contain tournament brackets, schedules and advertisements. All WPFC members have the opportunity to sell ads in the tournament program. The WPFC member or advertiser completes our ad sales form and submits it to the WPFC office with payment. The advertiser then sends its artwork to WPFC via e-mail or on compact disc. The ad sales form has all the details.

For every ad that a player sells, 50% of the ad revenue benefits WPFC and the balance is credited to the player's account. The more ad revenue a player generates, the more the player benefits. As an example, if you sell a \$300 ad, WPFC receives \$150 and the remaining \$150 is credited to your player account. It's that simple.

2. Is there a limit on how many ads I can sell?

No. The more you sell, the more you benefit.

3. What are the ad rates?

Advertising rates are reasonable, ranging from \$50 for a black and white business card sized ad to \$300 for a full ad. Here is the full menu:

<u>Ad Style</u>	<u>Ad Size (w x l)</u>	<u>Price</u>
Business Card	3 1	1/2" x 2" \$50
1/4 Page	4 3	1/4" x 3 1/2" \$100
1/2 Page	7 1	1/4" x 4 3/4" \$200
Full Page	7 1	1/4" x 10" \$300

4. Where do I find the ad sales form?

The ad sales form is available online at the tournament website located here:
http://washingtonpremierfc.com/tournaments/forms/index_E.html.



5. Do you have a letter that I can give to a potential buyer?

Yes. A procurement letter is available online at the tournament website located here:

http://washingtonpremierfc.com/tournaments/forms/index_E.html.

Just print it out and make as many copies as you need.

6. Who might be interested in buying an ad?

Here are some obvious candidates who might benefit from an ad in the program:

- (a) People who you pay to provide services to you or your child such as your dentist, doctor, orthodontist, eye doctor, hair stylist, lawyer, accountant, financial planner or insurance agent.
- (b) Your favorite coffee house or restaurant.
- (c) Your friends and family members might also consider creating a “spirit” ad to support a WPFC team or their favorite player.

7. What is the deadline for selling ads?

The deadline for finding advertisers and obtaining their artwork is May 1, 2009. However, earlier is always better, particularly if your advertiser requests certain placement in the program.

8. Who receives a tournament program?

Every player, manager and coach who attends the tournament receives a program. Programs are also available for sale at the field during the event. This means that we expect to print approximately 2,500 brochures for the tournament.

9. What if I still have questions?

If you have any questions about this great opportunity, please contact Marla Riggs at ma_riggs@hotmail.com or Charlie Dent at charliedent@gmail.com.