



Paul VI Boys' Lacrosse Media Guide Fundraiser Player Sales Instructions

Thank you for supporting our Paul VI Boys' Lacrosse program by selling ads and/or obtaining direct sponsor contributions. The funds raised through our Media Guide Fundraiser helps us operate a highly successful Boys Lacrosse Program and helps us ensure a positive experience for the players in our program.

Your support of the Media Guide fundraiser helps us offset the cost of annual program expenses, such as: ***practice field rentals, game film services, team travel, team meals, uniforms, helmets, practice goals and misc team equipment, off season team training, team supplies, Senior Night, Team Banquet and community service activities that we support.***

- The Paul VI Media Guide fundraiser will run through **February 15, 2020.**
- Each returning Varsity player is expected to sell a minimum of \$500.00 worth of Media Guide ads and/or direct sponsor contributions. Each Junior Varsity player expected to sell \$350.00.
- Players who raise a minimum of \$350.00 via media guide AD sales and/or direct contribution checks that are valid and received by PVI Boys' Lacrosse on or before Feb. 15, 2020, will be eligible to receive PVI Logo Spirit Gear, ***cumulative for each additional level reached:***

Package A → \$350+ Minimum Sales Target Reached

- NIKE Team Polo

Package B → \$500+ Sales Target Reached

- Package A +
- NIKE Team Backpack
- NIKE Team Hat

Package C → \$750+ Sales Target Reached

- Package A + B +
- NIKE Team Large Duffle

Package D → \$1,000+ Sales Target Reached

- Package A + B + C +
- NIKE Team Jacket

Package E → \$2,500+ Sales Target Reached

- Package A + B + C + D +
- \$250 Credit to Fall 2020 NIKE Team Store
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Package F → \$5,000+ Sales Target Reached

- Package A + B + C + D + E +
- \$500 Credit to Fall 2020 NIKE Team Store

- In addition, if players achieve their Media Guide Fundraising Target (\$350 for prospective JV players and \$500 for Prospective VAR players) **by Jan 15**, they will receive a Raffle Ticket (one raffle ticket for each \$250 raised) for a new Cascades S White Team Helmet Drawing AND a drawing for a \$250 credit on our Jan Team Store.
- Players will also receive a Raffle Ticket for a 2nd drawing for a \$250 Fall 2020 Team Store credit (one raffle ticket per \$250 in Ad Sales) for each Media Guide ad **secured with new advertisers by the Feb 15 deadline**.
- Prospective JV = Freshman & Sophomores, Prospective VAR = Juniors, Seniors, & Returning VAR
- When selling ads, players should tell potential customers that all ads sold will appear in both the Media Guide and the Game Day Guide as follows:
 - o Each ad sponsor will receive a copy of the Media Guide.
 - o Each PVI player/parent will receive a copy of the Media Guide.
 - o In addition, the Media Guide is distributed at April/May Home Games (\$5 charge), to local Youth Lacrosse programs, PVI Camp/Clinic participants, PVI Open House participants and other recruiting events; a soft copy of our Media Guide is also posted on our pvilax.net website.
 - o The Game Day Guide is distributed at no cost to attendees at each home PVI Boys' lacrosse game in April & May.
 - o Sponsor contributions of \$1,000 or more will entitle the sponsor to receive one-year of ad space on our PVI Boys' Lacrosse website (www.pvilax.net)
 - o \$2,500 or more: 1 year of website ad space and Camp/Clinic Sponsorship recognition for 1 year.
- Questions regarding ad sales should be addressed to **Mindy Kelly** - mindykkelly@gmail.com or **Cheryl Previ** - cheryl.previ@verizon.net
- Players are responsible for coordinating details of the Media Guide ad with the customer. The customer needs to provide either a camera-ready copy of the desired ad (high res PDF) or provide the input to Mindy Kelly that will enable her to create the ad for the customer.
- Checks for media guide ad sales (and direct contributions) should be made out to "**Paul VI HS Boys' Lacrosse**" and put in Coach Waters mailbox in the AD office or mailed directly to:

Paul VI Boys' Lacrosse
 Attn: Coach Waters
 10675 Fairfax Blvd
 Fairfax, VA 22030

PLAYER ACTION POINTS

1. Meet with your parents to discuss their network of family, friends, neighbors, business connections and family professional service providers who may be candidates to purchase an Media Guide Ad or make a Direct Contribution to our Boys Lacrosse Program (see potential advertiser handout for suggestions).
2. Ask your parents for help in reaching out to this network, but if possible the communication should come from the player(s). Forward to them a copy of our "2020 Advertising and Sponsorship Package" document with the ad form. If possible, show them a copy of our 2019 Media Guide (extra copies available). If not able to meet your Fundraising Requirement, after working through your parent's network, then go to step 3 below.
3. Visit 3-5+ local businesses each week to solicit Media Guide ADs; bring a Sample Copy of a PVI Media Guide and a copy of the "2020 Advertising and Sponsorship Package" document with you to review with potential advertisers. Go with fellow teammates!