

Hi everyone -

It's time to start soliciting ads for the 2015/2016 Hempfield Hockey Ad Book. The Ad Book is an annual fundraiser in which we produce a printed book that is part yearbook, part local advertising. The first part of the book is HAHA organization information and senior pictures along with senior bios. The following pages intersperse ads placed by local businesses with rosters/schedules/team photos and novice program information. As with most fundraising efforts, the organization and the individual player benefit from the proceeds of ad sales.

You will find that many local businesses are happy to support your player. Ads run between \$30-175, so most business owners can find a level they are comfortable with if you are willing to ask for their support. Some good ideas of places from which to solicit ads are any businesses that you frequent such as local stores, banks, hair salons, doctors/dentists, or any business that your own company patronizes.

Participation in this fund raising effort is mandatory. Each player is responsible for selling a minimum of \$50 in ads. However, if you do not wish to solicit support from businesses you may choose to place a personal "good luck" or similar type ad for your player. Or, you may choose to decline entirely and pay an extra \$50 in dues. Keep in mind that any outside ads that you solicit will benefit you in the form of dues credits according to the following scale:

(First \$50 mandatory)

\$51-350      50% of this amount is credited back to you

\$351-500      70% of this amount is credited back to you

Over \$501      100% of this amount is credited back to you

Example: \$695.00 in ad sales will be calculated as follows:

-50.00 Mandatory

51.00-350.00 50% credit = 149.50

351.00-500.00 70% credit = 104.30

501.00-695.00 100% credit = 194.00

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**Total Dues Credit      \$ 447.80**

You will have about a month to solicit ads (deadline to be announced at a later date). I have attached a copy of a solicitation letter for your use, along with the form you will need to submit back to me once your ads have been sold. Each form will need to be submitted complete with payment and ad copy. Please note that a digital copy of the ad is preferred for best results. You may submit the file on CD with your form, or it can be emailed to me. If this is not possible, printed copy may be submitted, however the quality of the finished product will not be as good. All players will receive a copy of the final book, as well as businesses that place ads of a quarter-page or larger.

As a courtesy to your teammates, please do not solicit ads from businesses that have supported our current players in the past. I have attached a list of these businesses for your reference so please consult it before pursuing your own ads.

All of the attached forms will also be available for download on the HAHA website. If you have any questions or need further information, feel free to contact me at the address below.

Sincerely,

Karen Oliver

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