



# MARINA VIKING FOOTBALL

## COMMUNITY ADVERTISEMENT OPPORTUNITIES



Dear Community Member:

**RE: Banners & Football Program Advertising Opportunities**

We are excited to begin kicking off our 2020 Football Season. Each year Marina Football Booster Club continues to raise money so that our student athletes have access to a quality football program. Marina Football Booster Club is a non-profit organization that was formed to support the Marina Vikings Football Program by filling the gaps and ensuring that our student athletes have quality instruction, equipment and playing facilities. Our program is funded solely by donations from parents, businesses, and generous community members. A portion of our program is funded by community members who advertise in our Football Program and through our Advertisement Program.

**Banner Advertisements:** Hang for one full year on our Marina High School Football fence facing the parking lot where hundreds of cars pass by each day. Your banner advertisements are viewed by Marina High School families, as well as thousands of community members who bring their athletes/students to a variety of school and community events.

**Football Program Ads:** Your advertisement placed in our 5 Home Game Football Programs. This a 40-page full color PDF QR Scannable file that can be immediately downloaded by both home and visitor's team fans. It can also be easily emailed out, shared on social media platforms, websites, downloaded to personal computers, and printed. The PDF version has the potential to reach more than our normal audience of community members and families who attend our Varsity Football home games.

**Website Ads:** Your logo and website link will be loaded on our MFB website for one full year. People who visit the Marina Football Website can click on your link and be immediately redirected to your website. Your logo will also receive a minimum of 5 social media blasts during our regular football season.

Marina Football and Booster Club strives to promote education, teamwork, community, and building a strong foundation for our players. It is only with help from our community that we can continue to provide such a high-quality program for our young players. Thank you for your support

Sincerely,

Natasha Rudar, Vice-President  
Marina Football Booster Club  
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## INSTRUCTIONS FOR SELLING ADVERTISEMENTS



### Player Presentation

- Wear your MFB shirt, jersey, something showing you play MFB
- Carry your school ID
- Know the head coach's name (Jeff Turley), know what position you play, what your football schedule is
- Talk with the potential advertisers, make eye contact, look enthusiastic, even smile (we get calls every year of fraudulent fundraisers – this is why this important)
- Explain why we are selling advertisements and that it benefits the football program as a whole and helps you personally with football expenses.

### Advertisement Sales = Player Account Credit:

We have 3 options this year for Sponsorship Opportunities. Players will receive the following sales amounts directly to their player accounts:

- Website Advertising – 75% of sale
- Program Advertising - 75% of sale
- Banner Advertising - \$400 for each new sale; \$300 for renewals
- Family Program Advertising – NO credit toward Player Accounts

### Found an interested Sponsor?

- Have them complete the Sponsor Advertising Form and return it to you along with their check to MFBC
- Sponsor MUST submit Print Ready Artwork
- HB Digital will email a PDF proof copy of the banner to the sponsor for approval prior to production.
- Upon receipt of sponsor approval of the PDF proof, HB Digital will print and finish the banner
- HB Digital will contact booster club contact when banners are ready for pick up.
- MFBC will hang new banners on our Football fence.
- All Advertisements are due by August 1, 2019. If you are selling advertisements for summer camp fees, they are due w/payment by July 1, 2019

### Payment and Order Submission Information:

Questions: Call Natasha Rudar 714-791-0119 with questions or email [@marinavikingfootball@gmail.com](mailto:@marinavikingfootball@gmail.com)

Mail Forms & Check: Marina Football Booster Club, PO Box 3682, Huntington Beach, CA 92647

Email Forms & Pay by Phone: [marinavikingfootball@gmail.com](mailto:marinavikingfootball@gmail.com)

Check Payments: Submit form & check made out to: Marina Football Booster Club (MFBC)

Credit Card Payments Credit cards (6% surcharge by phone, 3% in person w/swipe) C/C Processing, Call Natasha @ 714-791-0119