

Rock Bridge Lacrosse Team Fund Raising

Ad Sales Instructions



Ad Sales Goals

The primary goal for ad sales is to provide funding for players who want to play lacrosse.

Ad Sales Instructions

- Call or make direct contact with ANY business or individual that you consider to be a potential financial supporter of Rock Bridge Lacrosse. Request that the individual or business review the advertising options and request that they make a commitment to purchase an advertisement that fits their budget.
- Fill out the advertisers' information on the advertising price list or request that the advertiser fill it out (See Attached form).
- Ask the Advertiser to provide you with the content that they want included in their ad. Advertisers can send Word, PDF or JPG ad files to cdfish@mchsi.com. We can also electronically scan any business cards or other camera-ready ad materials they provide. We will also aid advertisers in developing ad content. If you are not clear about what we can do, please have the advertiser include any information that we can use. Remember that small ads will look better if they are simple and uncluttered.
- We prefer that you collect the payment for the ad at the time the advertiser makes a commitment. Make checks payable to Rock Bridge Lacrosse. If you cannot collect payment be sure to have the advertiser check "bill me" on the form.
- Make a list of ALL individuals and businesses that you contact (use attached record sheet). Identify which contacts did not want to participate and which ones did. This list is important because we want to make sure that we do not duplicate who we call. The separation of contacts that chose to advertise versus those who do not will be kept confidential.
- Send the completed Ad forms, advertisers' checks and your list of contacts to Wayne Huebert, (301 Cedar Lake Drive N, Columbia, Missouri 65203).
- Include your family and friends in soliciting ads and developing contact ideas.

