

## To the Coaches & Parents of Cherry Hill FC Soccer Club



We are very proud to announce that we will be holding our 14th Annual Soccer Tournament on June 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>, 2012.

The club spends approximately **\$100,000** on training and maintenance of facilities annually. Our training program is a coordinated program created and supervised by the Cherry Hill FC Board to ensure quality training for all players at all levels.

None of this could be possible without the help of every parent and coach participating in building the Tournament ad book. This is very much appreciated by the Club.

Every year, the biggest vehicle in raising money for the club is the Tournament ad book. We are looking to collect over \$60,000.00 in ad money. The only way we can achieve this goal is if every coach gets out there and gets his/her players and parents involved. Your team's training subsidy will equal your participation in fundraising and club activities. It is very important not only for the club but for the benefits it brings to your team. This year's goals are:

- Each team that sells their goal receives the full amount awarded in subsidies. Additional subsidies may be earned for those teams exceeding their goal. Team goals:
  - Full Year U11 and above \$1600
  - Full Year U10 and below \$1200
  - Spring only teams \$1000
- Each player who sells at least \$100 in ads receives a tournament t-shirt.
- Highest individual fund raisers will receive tickets to the Philadelphia Union for our Cherry Hill FC group night. Top seller gets 4 tickets, the next nine highest get 2 tickets each.
- Whether or not your team is playing in the tournament you must sell ads to participate in the training that the ad money will buy. Each team that sells **\$800** (**\$700** U10 below/spring only) or more will be able to play in the tournament at no charge. Anything less, your team must pay the entrance fee.
- Teams may earn more towards their goal by participating in tournament committees and operations.

Once again our tournament is in Cherry Hill which should be a big plus for all of our local establishments and make ad sales that much easier. One of the quickest ways to reach your team goal is to sell sponsors. The Sponsor Programs sell for \$500, \$1,000, \$2,500 and \$5,000 and provide a very affordable year-long advertising opportunity. For the regular ads consider those that provide services to your business or home. Usually they are more than willing to help a good cause and keep your account in good standing!

Each team should appoint an Ad Book Coordinator who will be responsible for collecting the ads and checks and forwarding them to the club at tournament meetings or our ad production coordinator's address. Please follow the guidelines for electronic submission of ads.

Please start fund raising now. You will need this time to talk to people and make contacts. If you are trying for the big money, most companies need some lead-time to budget the donation.

Thank you in advance for your participation and hard work. Our players deserve the best.

The Tournament Committee

# CHERRY HILL FC SOCCER

## 14th ANNUAL SOCCER TOURNAMENT CHERRY HILL, NJ

JUNE 1<sup>st</sup> – 3<sup>rd</sup> 2012

This is authorization to insert the following priced advertisement in the 2012 Cherry Hill FC Annual Soccer Tournament Ad Book:

|           |                 |  |
|-----------|-----------------|--|
| ( ) \$150 | Full Page       | 8 ½ x 11   |
| ( ) \$ 85 | Half Page       | 5 ½ x 8  |
| ( ) \$ 50 | Quarter Page    | 4 ¼ x 5 ½  |
| ( ) \$ 30 | Business Card   | 2 x 3 ½  |
| ( ) \$ 20 | Patrons         | 1 line up to 50 characters   |
| ( )       | Covers/Sponsors | Contact Chip DePaul <a href="mailto:cdp.gator@verizon.net">cdp.gator@verizon.net</a> |

### REGARDING THE ADVERTISEMENT:

Please include camera ready copy – . Please attach copy of ad.

Team Name: \_\_\_\_\_ U- \_\_\_\_\_ Solicitor: \_\_\_\_\_

Purchased By: \_\_\_\_\_

PLEASE MAKE CHECKS PAYABLE TO: Cherry Hill FC

Your check must accompany the application. **Due to printing deadlines we MUST HAVE YOUR CHECK AND APPLICATION no later than May 5<sup>th</sup>, 2012.** Please return your checks, forms and ads to your **team ad book coordinator**. The team ad book coordinator will then forward the items to our ad production coordinator below. Please follow the guidelines for electronic submission of ads.

Lance Stopek  
408 Tearose Lane  
Cherry Hill NJ 08003  
609-932-1735  
LStopek@FoxGrp.net

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### RECEIPT

Receipt From: \_\_\_\_\_

Amount \$: \_\_\_\_\_ Solicitor: \_\_\_\_\_