

2018 Bullfrog Football Media Guide

The Bret Harte football program will be selling football program media guides at the games this fall. The guide will be 34-40 pages, high-gloss, heavy covers, full-bleed, high-quality, and will be sold at \$10. The Football Boosters will cover the costs of printing the guides, targeting 500 in the initial run, and will receive the revenue from selling the guides. The team keeps the advertising, the Boosters keep the actual sales.

The football team is selling advertising space in the guide, starting at \$50 for a 1/8 page (~business card) and going up to \$400 for a full-page ad, \$600 for the inside back cover (the outside back cover is sold). Families/sponsors can purchase a full page for their player/cheerleader, and include quotes/messages/tributes, for \$100.

We need to be finished with all of the artwork, payments, and guide layouts by the 1st of June. Once you return the advertising interest form we will be in contact with you to work out the design details. We are able to do design work with you so you are not on your own. For the 1/8 page ads you can either use your business card, we'll take a high-resolution image of it, or you can work a design with us, either way works just fine.

Thanks for your time and please let me know if you have any questions on what we are doing here.

Casey Kester, Head Coach, Bret Harte Football
coachkester@bullfrogfootball.com
C: 510-299-2217, O: 209-736-2507 x1369
www.bullfrogfootball.com

How This Works

The attached form is to let us know what you might want to do for participating in the program guide. The items below might help you understand what we are doing and what the parameters are for this.

- Fill out the Advertising Interest form in this package. Easiest thing is to fill it out, take a picture of it with your phone, and email the image to me at the address below. Or mail it to me here at the school. Or email me with the details of what you want. I'm not picky, just let me know that you want to do this and we'll make it work.
- Your artwork can either be a business card (we'll scan it and include it as it is), you supply the artwork, or we can do the artwork. We're flexible on this and want to work with you to make it easy to get what you want in the guide.
- Our timeline is we will start working with you on the artwork as soon as we get the notice that you want to participate. We will have the artwork, payments, and program layout all done by the 1st week of June. We will need full payment by that time.
- Once we start practice on July 23rd, we will take the images of the players, cheerleaders, and staff. Those will then be added to the layout, a final proofing will be done, and then the layout will be shipped to the printer. We will have the guides back in time for the 1st game on Friday, 08/17.
- We have a very good home schedule this year – Orestimba, Delta Charter, Sonora, Argonaut, and Calaveras, so we are expecting the attendance will be pretty good, lots of opportunities to sell the programs and get your ad out in front of a lot of people.
- The production houses are very good at reprinting the guides so if the Boosters are starting to run out then additional copies can be ordered and received rapidly. Our objective is to get as many of the guides sold and into the public as possible.
- And I am very sorry, but per School Board policy we cannot accept advertising from the local wineries, bars, smoke shops, or pot dispensaries.
 - BP 1325, Community Relations
The Superintendent, principal, or designee shall not accept for distribution any materials or advertisements that:
Promote the use or sale of materials or services that are illegal or inconsistent with school objectives, including, but not limited to, materials or advertisements for tobacco, intoxicants, non-nutritious foods and beverages, and movies or products unsuitable for children.

There are a couple of other options for sponsoring the football team that you might not know about. The first is that we are once again doing fence signs – for a donation the team will put a 4x8'ish sign on the fence at the football field. And there is our discount cards that we sell starting with our 1st practice in July. Additional information on these is attached, please let me know if you might be interested in these channels as well.

Casey Kester, Head Coach, Bret Harte Football
coachkester@bullfrogfootball.com
C: 510-299-2217, O: 209-736-2507 x1369
www.bullfrogfootball.com

2018 Bret Harte Football Program Guide

Support your hometown high school sports teams and advertise your business!

Preliminary Advertising Interest Form

Name:

Phone:

Company/Business:

Email:

<u>Size</u>	<u>Qty</u>	<u>Price</u>	<u>Total</u>
<u>Page Ads</u>			
Eighth Page	_____	\$ 50.00	_____
Quarter	_____	\$ 100.00	_____
Half	_____	\$ 200.00	_____
Full	_____	\$ 400.00	_____
<u>Covers – 1st Come, 1st Served</u>			
Cover – Inside Back	_____	\$ 600.00	_____
Cover – Outside Back	_____	\$ 600.00	_____
<u>Sponsors</u>			
Quote Page – Cheer	_____	\$ 100.00	_____
Quote Page – Player	_____	\$ 100.00	_____

Casey Kester, Head Coach, Bret Harte Football
coachkester@bullfrogfootball.com
C: 510-299-2217, O: 209-736-2507 x1369
www.bullfrogfootball.com

Other Options To Get The Word Out

There are a couple of other ways to support the football program if the ads aren't what you want. We have the discount cards, that are getting to be really, really popular, and fence signs. Of course, straight old donations work as well.

Discount Cards – The football team works with the vendors from Copperopolis to Arnold to obtain discounts at their stores. These discounts are combined onto a plastic card with BH colors and design. Each year we print the cards which are then sold for \$10, last year we sold 625+ cards. Each vendor is asked for a discount of \$1.50-\$4.00 per use so getting the purchase price back using the card would be reasonably quick.

Participating vendors receive a number of cards to use as they see fit – sell, distribute to employees, whatever the vendor wants to do with them.

The cards will be sold for two weeks starting July 24th at the first fall practice. Each player would be asked to sell 10 cards, but there they could sell more if they wanted. Players are rewarded for selling cards, there is a 'money pull' when the sales are done and the highest sellers get the pulls.

The cards are now in their 6th year and there is some real value on them, people look for them each year now. I've attached the list of the 2017-18 vendors and their discounts so you can see who is participating and what they are offering.

Fence Signs – You can get a sign, about 4'x8', put onto the fence at the football field. The signs are \$250. The signs are put up before the season starts and remain in place through the full school year. The football team gets \$200 from the contribution for each sign we bring in, and \$50 goes to the athletic department.