Essex Youth Hockey Yearbook Advertising Fundraiser

We are pleased to announce that the Essex Youth Hockey Association (EYHA) will again generate a yearbook for the 2012-2013 season!

This year it is a fundraiser intended to help interested EYHA members raise money toward their player(s) fees. The way this works is that every member is allowed to sell as many ads as they want. A portion of their sales will go toward their individual player(s).

When a player meets a sales target (see below) a discount will be applied directly to the players’ fees for the final travel payment. In the event that an individual sells enough ads to cover their final travel payment plus some, the additional proceeds will go into the EYHA general fund.

Important dates to remember:

* Start selling ads: As soon as you receive this form
* Last day to turn in ads: January 25, 2013. This is a firm deadline.
* Yearbooks delivered: End of year EYHA final gathering

Attached, you will find forms to assist you with selling ads.

Ads can also be from parents, grand parents, aunts, uncles, friends, etc. to show support for a player(s). Typically a picture of the player is included with a supportive phrase (i.e. – “Good luck this year Johnny”)



Different ad sizes and costs are identified below:

|  |  |  |
| --- | --- | --- |
| Type | Size | Cost |
| Full page | (7.5” x 10”) | $150 |
| Half page | (7.5” x 5”) | $75 |
| Quarter page | (3.75” x 5”) | $50 |
| Tenth of a page | (3.75” x 2”) | $25 |
| Supporter listing | One line text | $15 |

Discount “targets” are below

|  |  |
| --- | --- |
| Player sales total | Discount off final payment |
| $30 | $20 |
| $100 | $90 |
| $150 | $135 |
| $200 | $180 (Full final payment waived) |

For each ad that a member sells, a form must be filled out. If additional forms are needed, please make copies or print them out off of our web page.

You may want to consider filling out the top portion of the form (Player Information) and then making copies.

Instructions:

1. Complete the Yearbook Advertising Form.

* Fill in the player’s information.
* Fill in the advertiser’s information. Keep in mind the name on the check may not match the company name. It is best to indicate both so that our records match.
* Check the box for the appropriate ad size.
* At the bottom of the form there is a list of all the acceptable forms of art work. Please circle the one that indicates what is being supplied to the designer to create the ad. For example, if a business card is being used, circle “Business Card” found in the Hard Copy list. If there are any special instructions, please have the advertiser make note of them in the space provided. For example, a business may want to use a business card, but does not want to include the fax# listed on the card.

2. Collect the advertisement form, art work and check (make payable to E.Y.H.A.). Place in a sealed envelope. If more than one order is placed in an envelope, please make sure each order stays together.

3. Give your envelope to your team parent BEFORE JANUARY 25th.

If you have any questions, please email Laura Pearce LauraP@howardcenter.org

