



Paul VI Boys' Lacrosse Media Guide Fundraiser Player Sales Instructions

Thank you for supporting our Paul VI Boys' Lacrosse program by selling ads and/or obtaining direct sponsor contributions. The funds raised through our Media Guide Fundraiser helps us operate a highly successful Boys Lacrosse Program and helps us ensure a positive experience for the players in our program.

Your support of the Media Guide fundraiser helps us offset the cost of annual program expenses, such as: ***practice field rentals, game film services, team travel, team meals, uniforms, helmets, practice goals and misc team equipment, off season team training, team supplies, Senior Night, Team Banquet and community service activities that we support.***

- The Paul VI Media Guide fundraiser will run through **February 16, 2019.**
- Each player is expected to sell a minimum of \$350 worth of Media Guide ads and/or direct sponsor contributions.
- Players who raise a minimum of \$350 via media guide AD sales and/or direct contribution checks that are valid and received by PVI Boys' Lacrosse on or before Feb. 16, 2019, will be eligible to receive PVI Logo Spirit Gear, ***cumulative for each additional level reached:***

Package A → \$350+ Minimum Sales Target Reached

- NIKE Team Polo

Package B → \$500+ Sales Target Reached

- Package A +
- NIKE Team Backpack
- NIKE Team Hat

Package C → \$750+ Sales Target Reached

- Package A + B +
- NIKE Team Large Duffle

Package D → \$1,000+ Sales Target Reached

- Package A + B + C +
- NIKE Team Jacket

Package E → \$2,500+ Sales Target Reached

- Package A + B + C + D +
- \$250 Credit to Fall 2018 NIKE Team Store
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Package F → \$5,000+ Sales Target Reached

- Package A + B + C + D + E +
- \$500 Credit to Fall 2018 NIKE Team Store

- When selling ads, players should tell potential customers that all ads sold will appear in both the Media Guide and the Game Day Guide as follows:
 - o Each ad sponsor will receive a copy of the Media Guide.
 - o Each PVI player/parent will receive a copy of the Media Guide.
 - o In addition, the Media Guide is distributed to PVI Teachers and Staff, local Youth Lacrosse programs, PVI Camp/ Clinic participants, PVI Open House participants and at other recruiting events.
 - o The Game Day Guide is distributed at no cost to attendees at each home PVI Boys' lacrosse game in April & May.
 - o Sponsor contributions of \$1,000 or more will entitle the sponsor to receive one-year of ad space on our PVI Boys' Lacrosse website (www.pvilax.net)
 - o \$2,500 or more: 1 year of website ad space and Camp/Clinic Sponsorship recognition for 1 year.

- Questions regarding ad sales should be addressed to **Beth Angelus** - mbangelus@msn.com or **Mindy Kelly** - mindykkelly@gmail.com

- Players are responsible for coordinating details of the Media Guide ad with the customer. The customer needs to provide either a camera-ready copy of the desired ad (high res PDF) or provide the input to Beth Angelus that will enable her to create the ad for the customer.

- Checks for media guide ad sales (and direct contributions) should be made out to "**Paul VI HS Boys' Lacrosse**" and put in Coach Waters mailbox in the AD office or mailed directly to:

Paul VI Boys' Lacrosse
Attn: Coach Waters
10675 Fairfax Blvd
Fairfax, VA 22030