



## 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.

Your support of the Media Guide fundraiser helps us offset the cost of annual program expenses, such as: **field rentals, team game film, scouting, team travel, team meals, uniforms, helmets, team equipment, team training, team supplies, Senior Night, Military Appreciation Night, Youth Lacrosse nights, Season Ending Team Banquet and Community Service activities we support (i.e. Operation Warrior Outreach and PVI Options Program), etc.**

- The Paul VI Media Guide fundraiser will run through Feb 16, 2018.
- Each player is expected to sell a minimum of \$350 worth of Media Guide ads and/or direct sponsor contributions.
- Any sales of \$350 per player or above (AD sale checks and/or direct contribution checks must be valid and received by PVI Boys' Lacrosse by Feb. 16, 2018 to be eligible) will be eligible to receive the following PVI Logo UA 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

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:
  - Each ad sponsor will receive a copy of the Media Guide.
  - Each PVI player/parent will receive a copy of the Media Guide.
  - In addition, the Media Guide is distributed to College Coaches, local Youth Lacrosse programs, potential recruits at PVI Camps/Clinics, PVI Open House events and other recruiting events.
  - The Game Day Guide is distributed at no cost to attendees at each home PVI Boys' lacrosse game in April & May.
  - Ads smaller than ½ page will have the ad customers name listed as a supporter of PVI Boys' Lacrosse in the Game Day Guide.
  - 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](http://www.pvilax.net))
  - \$2,500 or more: 1 year of website ad space and Camp/Clinic Sponsorship recognition for 1 year.
  - \$5,000 or more: 2 years of website ad space and Camp/Clinic Sponsorship recognition for 2 years.
- Questions regarding ad sales should be addressed to **Annette Nader** – [naderfive@gmail.com](mailto:naderfive@gmail.com) or **Beth Angelus** – [mbangelus@msn.com](mailto:mbangelus@msn.com)
- Players are responsible for coordinating details of the Media Guide ad with the customer. The customer needs to either provide a camera-ready copy of the desired ad, or provide the inputs to Annette Nader 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