

Please Read Carefully!!!

Please contact me directly if you have any questions regarding the following information.

The Boy's Lacrosse Team is selling ad space in a 72-page "Ludlowe Boy's Lacrosse Team Program Booklet" this is the teams major fund-raising vehicle for the spring.

Booklet will consist of:

- 650, 72 pages booklets will be printed
 - 12 pages are reserved for **Full-Page color advertisements**
 - There are **½-Page ad spaces**
 - There are **Business Card ad spaces** (3 Business Card adds per page)
 - There will be pages for **Team photos** including head shots of the varsity players
 - We are also looking at having a **Ludlowe Lacrosse history** section
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Sales Expectations

- We expect all boys to sell at least \$350 of ad space (Which will offset your \$350 PALS contribution)

Deadline & Delivery

- All sales sheets are due in NO later than March 25, and must including all money, artwork each sales sheet must include the player's name so that we can credit the player's sales towards his PALS contribution.
- All items can be delivered /submitted to:

Coach Parisi Class Room #257 or Mike Beccaria, 75 Oldfield Drive, Fairfield, CT 06824

- If sending an ad via email, artwork / ad must be formatted in a JPEG or PDF file and forwarded to

Mike@mkbeccaria@aol.com

Payment

- **All checks must be made payable to "Fairfield Ludlowe Boy's Lacrosse"**
- **Payment can also be made on at <http://ads.ludlowe.com>**

The fund-raising committee is selling directly to the following companies & retailers;

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|------------------|-----------------|
| Authentic Athlet | Kettlebell |
| Capitol Photo | Lax Unlimited |
| Colony Grill | Macwear |
| Country Cow | OSG |
| Game Breaker | Pine Creek Deli |
| Garden Catering | Sportsplex |
| Horseshoe | SOS Gym |
| InSports | Sound Lacrosse |