



## 2010 Wings of Spring Advertising Information



Dear Washburn Hockey Parents:

One of the reasons why Wings of Spring is considered to be one of the best youth hockey tournaments in the state is because of our souvenir program. The program is free to all attendees and includes the game schedules, team rosters and advertisements from local business. Revenue from the advertisements offset the publication costs and is a critical component to the overall fund raising effort of Wings of Spring.

The Wings of Spring Tournament committee needs you to help sell advertisements for the souvenir program. Attached is a sales form for you to use.

### Why Sell Advertising:

1. Proceeds from the souvenir program significantly reduce fees for all WAHA families.
2. You can earn "Player Fee credits" to reduce fees for YOUR player. By selling advertising, WAHA will reduce your player's fees in the 2010-2011 season.

Earn Player Fee credits equal to 20% of the advertisement revenue:

Ad Size	Price of Ad*	Player Fee credit*
Full Page	\$400	\$80
½ Page	\$200	\$40
¼ Page	\$125	\$25
Business Card Size	\$50	\$10

\*Ice credit will be applied to your 2010-2011 season. They can not be used to reduce this years ice bill. Sorry, ice credits cannot be redeemed for cash or applied elsewhere. Ice credits can not be carried beyond next season. The "owners" of the advertisement from last years program gets first chance to sell to the same advertiser this year. The sellers/owners of the ads are responsible for collecting the ad revenue in order to earn ice credits.

### Who will purchase advertising: \*

- Your own business or your employer
- Suppliers and contractors of your business
- Businesses of friends
- Neighborhood businesses including Realtors, Insurance Agencies, Dentists, Florists, Frame Shops, Restaurants, Deli's, Book stores, Clothing Stores, Hardware Stores, Auto Repair Shops, etc.
- Private schools, churches and synagogues in the area
- YOU – to wish your skater and their team good luck in the tournament

### Why businesses purchase advertising:

- 350 families will attend the tournament and receive a program. Attendance is expected to exceed 1000 people.
- Over 200 Washburn families will see the ads and patronize local businesses.
- It supports youth hockey in our community.

**All advertisement forms and materials must be received by March 8, 2010.**

Please follow the instructions on the forms when submitting an advertisement or ad-payment.

\* Below is a list of Advertisers from the previous season. These advertisers are “protected” for the people who sold them last season. Please do not contact these businesses without first approving from Paul Larson.

- Hockey & Sons Skills Camp
- Lets Play Hockey
- Lets Play Hockey Expo
- Degree Law
- TSS Photography
- Crown Trophy
- Adrians Bar & Grill
- Fat Lorenzo's
- Marriott Minneapolis West
- Innovative Graphics
- Hat Trick Hockey
- Parade Ice Garden
- Culvers
- Diamond Lake Hardware
- Apothecrit, Inc.
- Sylvestre Construction
- Fundamental Sports
- Welna Hardware

### **How to Complete the Advertising Sales Cycle:**

1. Find interested advertisers that are not on the above “protected” list.
2. Download the “2010 WOS Advertising Form” from <http://www.washburnhockey.com/forms/forms.asp> (the “Forms” section of the WAHA web sight).
3. Have the advertisers complete the form.
4. Advertisers must **mail** the **form and payment** to Paul Larson (address is on the form).
5. Advertisers can send the ad electronically via email to [wosads@aol.com](mailto:wosads@aol.com)
6. We are happy to create a simple ad for no additional charge (See TSS Photography ad in the examples on the Advertising Form). Business Cards make great ads (See Diamond Lake Hardware ad in the examples on the Advertising Form).
7. Our souvenir program graphics volunteer will coordinate the ad directly with the advertiser once the ad is received.

Please contact Paul Larson at 612-928-9137 or [pol Larson@aol.com](mailto:pol Larson@aol.com) if you have questions or if you need additional examples of ads or samples of last year's souvenir program.