



2011-2012 Player Profile Book

Corporate/Individual Sponsorship

www.milwaukeejrads.com

INSTRUCTIONS FOR OBTAINING AND SUBMITTING ADS

1. Sponsors to contact:

- Business associates
- Family members interested in Hockey
- Insurance agents, dentists, and businesses you frequent
- Avoid "Mass Mailing" as the Milwaukee Junior Admirals desire to avoid this type of solicitation.
- Contact the potential advertisers in person with pricing sheet/order form or by personal e-mail or mail.

2. Don't wait to sell, contact your potential supporters right away.

- Begin immediately to make a list of potential supporters to contact.
- Send them an email to get them interested.
- Follow-up with a visit with your player to drop off the forms.
- More than one player contacts some sponsors. Be the first to make contact.

3. Have the sponsors/advertisers send the ad copy and forms directly to you (player family). Fill in your address and e-mail at the bottom of the pricing sheet/order form before giving it to the potential sponsor.

- This is **your** fundraiser. Do not just put your advertiser in touch with MJA.
- You will know and recognize calls and e-mails of those advertising for you.
- You can follow-up with potential advertisers that expressed an interest but have not responded.
- You can follow up with them directly to make sure all the required items are in on time to you so everything can be forwarded to MJA by the deadline.
- You can send an acknowledgement and appreciation to your sponsor for receipt of an ad as soon as you have it.
- Once you have your ads (price sheet/order form, ad copy CD-ROM, and check) all together, send them to:**
 - MJA Attn: Amanda Mann, 1873 Shady Lane, Grafton, WI 53024
 - Electronic ad copy may be e-mailed **by MJA** family to: mjaprofile@gmail.com, however including a hard copy sample of ad is appreciated with your order form and check for cross reference.
- Completed Ads (pricing sheet/order form, ad copy, and check) must be received all at once from the MJA family by **August 15, 2011**.

4. Where will the order forms and instructions be available?

- All of the forms will be available electronically in PDF format on the Milwaukee Junior Admirals website: www.milwaukeejrads.com follow the fundraising tab.

5. We **MAY** be able repeat some ads from previous books without further artwork or file submission. Please fill out the price sheet/order form *indicating the ad location in the prior year's book*, enclose a check for the ad and the price sheet. We will contact you (the player) if we can't use previous ads.

6. Can Ad spaces be reserved in advanced? No "verbal holds" will apply to specific spaces. You may inquire about spots available. Once we receive the ad, the check and the form, the ad space is considered sold. First come first served. Selling begins May 27, 2011.

7. When the books arrive, have the player deliver them to your sponsors with another note of appreciation.