

Greenhills Gators Heat Sheet Ad / Sponsor Board Sales Fundraiser Overview

2011 NSSL Championships

One of the benefits for our team in hosting championships is the opportunity to **make money for the team**. This money helps **sustain the Gators year to year** off-setting the expenses we incur. One of the easiest ways to do that is through the **sale of heat sheet ads and sponsor boards**.

Heat Sheet Ads (\$25 - \$100)

Heat sheet ads, as most of you know, are ads placed within the **heat sheet program** that is **purchased by those attending championships**. These ads are typically purchased by businesses that you may frequent, as a method of advertising, to **show support for our team and community**. They may also be purchased by **parents, grandparents, aunts, and uncles** to send messages of support and encouragement to your swimmer. Heat sheet ads come in a variety of sizes, from **business card size** to **full-page**.

Sponsor Boards (\$200)

Sponsor boards are **2'x3' weatherproof coroplast boards**. This year, in addition to being **displayed at the pool during the 2-day championship**, the Gators have been **given the approval to display these boards beginning on July 5**. They will be prominently **displayed on the fencing, facing inward**, for all who utilize the Greenhills Pool to see. They will be removed on July 20 and may be claimed by the purchaser at that time.

Ultimate Sponsorship (\$250)

This type of **advertisement is available to any business, family, or private purchaser** who wishes to **support the Gators in a big way**. The pricing includes the **2'x3' sponsor board** as well as a **full-page** heat sheet ad.

By choosing the '**Ultimate Sponsor**', the purchaser receives a discount over buying each separately (a savings of **\$50**).

Greenhills Gators Heat Sheet Ad / Sponsor Board Sales Fundraiser Overview

2011 NSSL Championships

Selling Heat Sheet Ads and Sponsor Boards

1. Decide who you want to approach to purchase an ad/sponsor board.
2. **Print a copy of the form letter** and the **price sheet/order form** or contact Jeannie Hunter @ gatormom19942000@yahoo.com for copies.
3. Emphasize the importance of the due dates for both types of ads when you speak with your potential purchaser.
4. Emphasize that the ad/board design is up to them. **They must submit their design (even in rough draft) when they submit their order.** A business card is appropriate to use as their design, that is fine; it can be enlarged to produce a sponsor board or larger ad if that is their desire. **Please make sure they note any special instructions on the order form.**
5. Their check is also due with their order. Ads will not be processed without the check, made payable to: **“Greenhills Gators Swim Team.”**
6. **Send a brief email** to Jeannie stating “I have contacted [*name of business*] regarding an ad/sponsor board” - **so that she can update the ‘off-limits’ list** (we will try to do this @ least once /week) Don’t wait to confirm the sale. This will hopefully prevent more than family from approaching the same business.
7. After championships are over, the sponsor boards may be delivered to their purchaser if they would like them for their future use. **Please have the advertiser indicate whether they would like their board returned when you submit the order form.**
8. **Please be aware of due dates – Orders must be submitted to Jeannie Hunter by June 15th** to be ready for display on July 5th. Orders may be turned in after that time but, keep in mind, there is a 2-week turnaround time for sponsor boards. No sponsor board/heat sheet ad orders will be taken after July 1 for any reason!

Greenhills Gators Heat Sheet Ad / Sponsor Board Sales Fundraiser Overview

2011 NSSL Championships

Off-Limits List

As you pull together your list of businesses to contact, please make sure you review the “**Off Limits**” list on the Greenhills GATORS website (<http://www.greenhillsgators.com>) and click on “**Meet Sponsorships**” at the top of the page. These are **businesses that have already been approached** and / or are “spoken for” by a Gator family.

Perspective Sponsors

The following are not ‘off-limits’ and are merely suggestions. You are welcome to pursue any and all potential sponsors that are not on the ‘off-limits list.

Greenhills Shopping Center

Ameristop	Laundry Mat
Creamy Whip	Prime Cut
Greenhills Journal	Studio 56
Greenhills Lanes	

Neighborhood Businesses

Bill’s Painting	McKnight’s Services
BW-3	Schreiber Painting
Christian Contractors	Skyline (Finneytown/Forest Pk.)
Complete Home Repair Spec.	Uncle Bill’s Landscaping
First Choice Used Cars	Union Central
Jamie Simpson Painting	Wings-n-Rings
JMB Lawncare	