



PALOS VERDES HIGH SCHOOL GIRLS VOLLEYBALL

Dear Parents and Players of Palos Verdes High School Girls Volleyball:

Welcome to the Palos Verdes High School Girls Volleyball team! We've had a busy and successful summer training program and our upcoming volleyball season is just around the corner.

This year, our **main fund-raising** effort will be the Sea King Girls Volleyball Souvenir Program, which will be distributed at all Palos Verdes home games. It will feature our many fine athletes and include advertising from families, friends, and businesses. Each freshman/sophomore and junior varsity player is asked to sell a minimum of \$450 worth of ads. Varsity players are each asked to sell a total of \$650 worth of ads. The proceeds are typically used for the purchase and/or repair of volleyball equipment and tools, travel expenses, player strength and plyometric training, food, specific training, sports mental training, and various media expenses. The players and the program directly benefit from every dollar we raise.

You may choose a "buy-out" option in lieu of your ad sales responsibility at 20% less than the total you are asked to sell. While players are given the option of "buying out" their responsibility, the intent is not to simply require an additional payment. Instead, players are encouraged to approach local businesses and to convince them to support the program. Even in these recent difficult economic times, we have seen that these businesses are more than willing to show their support financially when asked, and that they value both the exposure they receive and the opportunity to give back to the community. For those players that need guidance to possible sponsors, we have lists of businesses that have been willing to advertise in the past but that are not currently being approached. And for those players who aren't comfortable approaching businesses, we will arrange to have their teams assist them by making group approaches, and if desired, arranging a team photograph at the business for the ad. For suggested sponsors or other assistance, please contact Cindy Percz, the media guide coordinator, whose contact information is listed below.

Sales incentive plan. Additionally, we want to give families the opportunity to get a special memento of their daughter into the program without having to personally buy an ad. To accomplish this, we have added an opportunity to get a personal ad/photo/memento in return for selling additional ads. If you sell 150% (Frosh & JV \$675 & Varsity \$975) of your suggested minimum amount, your family receives a free quarter page ad. If you sell 200% (Frosh/Soph and JV \$900 and Varsity \$1300) of your suggested minimum amount, your family receives a free half page ad, and if you sell 250% of your suggested minimum amount (Frosh/Soph and JV \$1125 and Varsity \$1625) you will receive a free fullpage ad.

Volleyball sponsors/supporters may purchase a business card ad, ¼ page ad, ½ page ads, full-page ad or back cover for the season. Supporters should provide us with camera-ready artwork. A sample form with the prices for the different ads is attached.



The top portion of the form (player name, sponsor name, address, and phone number) needs to be completed before submitting it to the sponsor. The form is not intended for use as the initial sell; it should be used only after the player has made personal contact with the sponsors to help them decide on ad size and provide them with the submission details.

Please send the completed form, the camera-ready ads, and checks to Cindy Percz at 1037 Via Nogales in PVE, 90274 by September 5th, 2014. If you have any questions, please feel free to contact Cindy at 310-375-6375 or e-mail: cpercz@usatco.com.

We appreciate your time and effort in raising funds to help continue a successful program. We are looking forward to a great volleyball season!

Patrick Lynch, Head Coach
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