

Dear Cardinal Parents,

This year marks the 13th time we will put together an ad book to be distributed at our upcoming Arlington Cardinals St. Valentine's Day Massacre wrestling tournament to be held February 14, 2010. In previous years the money raised from our tournament and Ad Book has been used to purchase team t-shirts, jackets, uniforms and to sponsor at-home wrestling camps, which help our kids develop into quality wrestlers. The Massacre itself is by far our biggest fundraiser, but money raised from sales of ads for the Ad Book is money that we receive now that can be spent on expenses needed to run the tournament.

We are always interested in having corporate sponsorship for the Cardinals, but unfortunately that has never materialized. By selling ads we are able to get some companies to sponsor the team, but in smaller, more affordable increments. We are asking each family to go and sell a few ads to companies they have contact with, as well as family members. Please take a few minutes to look over the enclosed sample pages for ideas.

All of the money collected from sales of ads goes directly to the Club. There is no lost to the Club to produce the booklet, as all services are donated by Cardinal Parents.

There are four different levels of support which we are offering to those corporations, politicians, organizations or individuals wishing to invest in the future of our youth:

- Cover pages: inside front and back, 2-color \$200
- Full page: one full page of pictures, logo, text, etc. \$100
- Half page: \$ 60
- Quarter page: business card size \$ 40

Please make as many copies of the attached forms as you need, being sure to fill out the lower right-hand section yourself. Please stress the importance of getting it back to you **QUICKLY** so you can turn it in to the Committee before the due date (see below). We will set type on ads, if needed, scan in pictures and size them to appropriate size, or accept camera-ready artwork or data on diskettes. Purchaser need only fill out the selected ad copy size and write out their message. A logo on a business card or a picture can be enlarged or reduced.

Who do you sell to? Corporations and local businesses have advertising monies built into their budgets. This is the money that we wish to tap. They can deduct their ad and at the same time support the youth of our community. Politicians like to get their names out to as many people as possible, especially just before an election. They, too, like to be known for supporting the youth of our nation!

Organizations such as unions like to show their support, especially if some of our wrestlers are children of their members. If you are a union member, don't forget to give them the chance to support our kids.

Another group to ask is relatives - Grandma, Grandpa, Aunts and Uncles. Parents or even siblings, how about putting in an encouraging word, along with a picture?

Attached you will find the ad copy form as well as a letter explaining our organization, which can be given to your prospective purchaser.

All ad copy and money must be turned in by practice on **Tuesday, January 19, 2010. (NO EXCEPTIONS)**

Should you have any questions, please contact Tom Sommers at tsommers@sfprinting.net.

With your help, we can get ahead on our expenses and have a well-run and profitable tournament.

YOUR COOPERATION IS GREATLY APPRECIATED.

Thank you,
Cardinal Coaches, Officers and Ad Book Committee