

DEADLINE: APRIL 14, 2014



San Mateo High School, Track & Field Fundraiser to sell Advertising Space/Donation for Bearcats Invitational (4/19/14)

- Wear your Track & Field Jacket. Go with a parent or another T&F teammate.
- Approach small to medium size businesses
- Ask to speak to the owner or store manager

"Hi, my name is _____, and I am a student-athlete of San Mateo High School Track & Field program. Our team's goal is to become financially independent of the school district's after school sports, so we are trying to raise money for our program. We hope to reduce our cost for the overnight meet this year, and provide financial scholarship for those in need. Would you be willing to help us out by purchasing an Advertising space in our Invitational program? The ad prices range from \$30 for 1/8 page to \$200 for a full page." Hand them the advertising form to view.

RESPOND: If YES, "Thank you for your support." (Fill out form)

If NO, "Thank you for your time."

If hesitant, "If it makes it easier, we could imprint your business card in black and white for just \$30, or you can do a direct donation." Remember to get business card if he/she says okay.

Approach	Your parents or family frequently support local businesses, or knows someone with a business. Because of your patronage, they are most likely to support your cause in return. Our Ad prices are very reasonable. You may want to ask your doctor, dry cleaner, physical therapist, hair/nail salon, your favorite restaurants just to name a few.
Suggestive Sales	Keep it simple. If the business do not want to bother with preparing the artwork, suggest that we can imprint their business card as it appears in black and white for just \$30, and it's likely a tax write-off for the business. A direct donation is also an option.
Form	<ul style="list-style-type: none">- Complete the form.- Top half goes to the merchant.- Collect a check payable to: SMHS Track & Field for appropriate amount- Ask them email the artwork, or ask for a business card for the 1/8 size Ad- Write your name on the Athlete/Volunteer line- Thank the Merchant!- Return check and form to Head Coach, Ed Riley
Artwork	High resolution JPEG
Questions?	Regarding artwork, contact Gene Pallas at (650)576-7262, eujeep@sbcglobal.net Regarding sales, contact Betty Cohen (925)899-8745, betty@bayward.com
More Forms	Go to http://www.smhsrunners.com/ad-spacedirect-donation.html

