

LAVA ACADEMY MEDIA GUIDE INSTRUCTIONS

1. Fill out the Sign-Up form completely for each sponsor.
 - a. Make sure they check which ad size & media guide they want their ad in; North, South or Both (if both – price of ad is per media guide).
 - b. **YOU MUST** make sure and fill out the Player Name, Club, and Team at the bottom or we will not be able to track the sale and apply it to your account.
2. Get the ad on disc, paper, or business card at the time you collect the check. If they prefer to email their ad, send to lavamedia@lavacademy.com right away, with players name, club, and team on email (Must have this information on email or no credit can be matched to the player).
Please **do not submit money without an ad or vice-versa.**
3. If needed, fill in the information on the advertisement receipt form and give to the sponsor.
4. If sponsor is using a business card for the ad, please write the players name on the back of the business cards.
5. **DO NOT STAPLE BUSINESS CARDS TO AD FORMS.**
6. **SUBMIT FORM & MONEY:** Place each order in a separate envelope. Place the order form along with the business card or the ad in the envelope to turn in. It is safest to staple the check to the order form. Place each envelope order into one large manila type envelope to turn in.
7. All ads and money must be turned in **NO LATER** than January 13, 2012
NO EXCEPTIONS
8. Please turn in your envelopes with the forms and money to your designated team parent or coach.

All instructions and forms can be found on the LAVA website: <http://lavacademy.com/> under Fundraising.

Questions, please contact Jane Hayward at jane.hayward@lavacademy.com or (818) 687-4867

TIPS FOR SELLING AD SPACE

1. Be Prepared – Plan in advance what you want to say to the businesses.
For example: “Hi my name is _____ I was wondering if you would be interested in sponsoring me to play volleyball by purchasing an ad in our media guide. Hundreds of media guides will be distributed to local high school games and throughout our club which has over 700 families in the market areas we serve. By participating, your company will benefit by having your business name circulated and help me to continue to play and pursue my dreams.”
2. You may want to wear a shirt or something that has the LAVA logo on it.
3. Promise to return with a copy of their media guide so they can see their ad.