



MSA Boosters
MARLBORO KICKOFF CLASSIC
August 23 – 25, 2019



Marlboro Soccer Association
P.O. Box 436
Marlboro, NJ 07746

MSA is a registered Not-For-Profit Organization (ID #22-2873007)

Dear Potential 2019 Sponsor:

We would like to introduce you to MSA Boosters and the 2019 Marlboro Kickoff Classic Tournament, a 501(c)(3) organization. It is our hope you will consider supporting our annual fundraising efforts. On August 23 – 25, 2019, Marlboro Soccer Association will host its annual soccer tournament. The tournament, Marlboro Kickoff Classic, is MSA's only major fundraiser for the entire year. 100% of the funds raised benefit the kids in the program from ages 7 to 17. Your tax-deductible donation will enhance the soccer experience of many young Marlboro children by helping to defray the costs of tournaments, training, lights, field maintenance and improvements, and equipment purchases.

Our sponsorship levels, as in previous years, offer more opportunities to better showcase all sponsors throughout the year. In addition, for those companies who want to sponsor the program on a larger scale, we offer full Tournament and Field sponsorships. Tournament sponsors get the benefit of field banners and also receive recognition in our electronic Ad Journal.

Copies of the advertising guidelines and rates are attached for your consideration.

This year, we expect to continue our tradition of hosting more than 175 teams and 3,500+ players from the local area and from neighboring areas. We hope you will consider including the MSA Boosters for a tax-deductible donation in your 2019 advertising and sponsorship plans.

Thank you for your consideration.

Eric Zaslavsky

Adjournal Chairman

[GUIDELINES](#)

The Ad Journal will be produced and displayed in an electronic format on the homepage of marlborosoccer.com for 10 months. All ads are capable of being hyperlinked to advertisers' websites.

Sponsors interested in pre-ordering a printed copy may do so at the cost of \$30 per copy.

Field banners will hang at their locations for 10 months. Field sponsorship signs will be removed at the end of the Tournament.

journalads@marlborosoccer.com | www.marlborosoccer.com



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Ads

- All ads must be submitted electronically in .pdf format. Hand delivered and/or hand written ads will not be accepted.
- All ad sizes should be created as 8.5" x 11" (vertical format). PDFs will then be resized according to the donation type.
- Business cards that have been received as ad submissions must be scanned and saved in .pdf format. Please scan business in color and in high-resolution.
- Hyperlinks will be available in the electronic copy of the Ad Journal.

Field Banners

- Field banners are produced by a local vendor and printed in landscape (horizontal) format only.
- Banners are 6 feet wide x 3 feet high.
- Please submit artwork in color and in high-resolution.

Field Sponsorships

- Field sponsorships consist of two lawn signs which are produced by a local vendor.
- Please submit artwork / logo in color and in high-resolution.



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AD GUIDELINES - FAMILIES

The Marlboro Kickoff Classic is a wonderful community event and a long-lasting tradition for Marlboro Soccer Association. Proceeds from the Tournament, including the Ad Journal, support the program by defraying the costs for training, tournaments, equipment, facility improvements, educational courses for coaches and many other expenses.

Families with one child have a \$175 contribution obligation. Families with two children are responsible for \$300. Families with three or more children are responsible for \$350. Families are encouraged to solicit ads and/or sponsorships from local merchants. Sponsorships and ads count towards the family obligation. Please see the attached Ad Journal Form for details on the various Ad Journal ad and sponsorship options.

Families who are not interested in placing their own ad or selling advertising to local merchants must still meet their individual contribution obligation and may do so by writing a check for at least their specified amount.

Ads

- All ads, with hyperlinks, if applicable, will be visible on marlborosoccer.com for 10 months.
- Ads can be personal (i.e., wishing your child and/or his or her team luck) or business (i.e., business cards, full page ads, field sponsorships, etc.).
- The more ad revenue MSA receives, the more our players gain.
- For every team that brings in at least \$1,000 more than the minimum required by the team, a percentage of the revenue will go back to the team.
- All ads and sponsorships must be registered online through our online Ad Journal platform.
- Payment is handled by credit card, but alternate methods may be available by contacting journalads@marlborosoccer.com.
- The deadline to submit all ads and sponsorships is August 1, 2019.

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