



WEST HIGH SCHOOL

Girls' Warrior Basketball

Media Guide Ad Sponsorship Soliciting Instructions

Other than the Winter Classic Tournament during winter break, selling ad space in the media guide is the biggest source of income for our basketball program. Since every girl is responsible for financial obligations that cover leagues, tournaments, uniforms, etc., this is a good chance for each player to recover part or all of your debt, depending on how much you sell. The girls are required to sell a minimum of \$300 in ads and will be invoiced for the difference in unsold ads.

We are providing a long list of former sponsors for you to use as a resource if you are tired of always hitting up your family. These are all businesses or people who supported the West girls' basketball teams by buying ad space in the past, so they are aware of the advertising fundraiser. If you are interested in tapping into these sources, please look up the list on the website: www.hooptools.com/west underneath the "Media Guide" heading.

If you do choose businesses or names from the list, PLEASE E-MAIL BARBARA YAMAMOTO (btyamamoto@yahoo.com). We will adjust the list to avoid duplicate solicitations.

Please present each potential sponsor with the enclosed solicitation letter. If they are willing to purchase an ad, follow these steps:

- Determine the size they'd like to pay for (full page, half page, quarter page, business card, or well-wisher)
- Collect payment (Checks payable to West High School)
- Either collect the ad art or make arrangements to pick it up later
- Fill out the Sponsor Receipt portion of the letter and leave it with the sponsor
- Fill out the Sponsor Tracking Form so you can keep track of your sales

All ads and payments must be turned in by **Monday, November 30, 2009.** There will be a folder for collecting all materials in the Pavilion office.

If you have any questions, please contact Barbara Yamamoto at (310)869-8757 or btyamamoto@yahoo.com. Thanks in advance for your support!