



## Santa Cruz Youth Soccer Tournament Program Advertising and Fundraising

- **Large captive audience of 2,200 to 3,000 families**
- **Pay once for two separate events: August and September**
- **Funds support the local soccer clubs in Santa Cruz County**

Once again, Santa Cruz County will be hosting two prestigious and popular soccer tournaments, The Santa Cruz Breakers Cup and the Santa Cruz Classic. These tournaments provide an excellent advertising opportunity for your business to reach the greater soccer community. The two tournaments share one program so you receive twice the bang for your buck!

The program is the first thing each player's family receives when they arrive at the tournament. Families spend the weekend in Santa Cruz and will use our program to provide them with places to eat and places to go. Soccer games will be played at UCSC, Skypark in Scotts Valley, Soquel, Cabrillo and Aptos Polo Fields. The Santa Cruz Breakers Cup for Division I boys and girls teams ages 11 – 15 takes place on August 5 - 6, 2006 and will field 80 teams. The Santa Cruz Classic for Division III boys and girls teams ages 11 – 16 takes place on September 23 – 24, 2006 and will field 80 teams.

### Advertising Options and Rates

Advertisement Size Options	Advertisement Rates (2 programs)
Business Card	\$50
Quarter Page	\$125
Half Page	\$250
Full Page	\$500
Inside Front/Back Cover	\$750
Outside Back Cover	\$1000
Team Ad ½ , Full	\$150, \$300
Presenting Sponsor*	\$5000

\*Presenting Sponsor will have name as presenting sponsor, name on t-shirt, full-page program ad and a booth at venue sites.

The deadline to submit artwork is July 10, 2006. Technical specifications for ad copy are on the back of this sheet. Please contact Kathryn Gorges with any questions about submitting ad copy.

Your generous donations for these worthwhile events can be made payable to SCCYPFC which is a 501(c)(3) not for profit organization. The tax ID# is 77-0400137. Please send checks to SCCYPFC, c/o Kathryn Gorges, 197 Via Novella, Aptos, CA 95003.

#### Contact Information:

Advertising Director: Kathryn Gorges	<a href="mailto:kagorges@cruzio.com">kagorges@cruzio.com</a>
Advertising Support: Patti Martin	<a href="mailto:Pattim215@aol.com">Pattim215@aol.com</a>
Santa Cruz Classic Director: Tami Rudd	<a href="mailto:trudd@bellsports.com">trudd@bellsports.com</a>
Santa Cruz Breakers Cup Director: Larry Johnson	<a href="mailto:Lornalynn@aol.com">Lornalynn@aol.com</a>

# Technical Specifications for S.C. Breakers Cup/Classic 2006 Program Advertisements

We are pleased to offer you a high quality advertising opportunity in our Breakers Cup and Santa Cruz Classic 2006 program. We are now using computer graphics technology to sharpen images and create a professional look.

In order to take advantage of the improved quality, we have some guidelines.

If you are using the same ad as last year, we already have your artwork in digital format. You need to submit new artwork only if you wish to make changes. Then the following suggestions will help:

- Digital files of your advertisement should be sent to [kagorges@cruzio.com](mailto:kagorges@cruzio.com) If you have questions about the ad, please call Kathryn Gorges at 688-5415.
- Artwork files should be in .tiff format at: 1200 dpi for line art, 300 dpi for halftones.
- Ads created in a word processor need to be in Microsoft Word format and any graphics used need to be included in separate, original files sent along with the ad.
- Please note that if you use a special font in a word file we will do our best to retain the font or replace it with a similar font. You may also include the font file with your submission and we will try to work with it. (An alternative is to use software to create an artwork file in .tiff format, treating the font as artwork.)
- Please note the orientation column in the following table. The program is printed on 11 by 8 ½ paper, 11 is the vertical dimension. In order for optimal display of your ad, the orientation for each size is suggested. If your ad cannot match this orientation or scale to the size, we will do our best.
- Regarding the size: submitting an ad larger than the sizes listed below is better for a high quality representation. Scaling up from a smaller size reduces the clarity of your artwork.

Finished sizes of ads:

	<u>Vertical</u>	<u>Horizontal</u>	<u>Orientation</u>
Full page	9 ¾	7 ½	Vertical
Half page	4 ¾	7 ½	Horizontal
Quarter page	4 ¾	3 11/16	Vertical
Business card	2 ¼	3 11/16	Horizontal

Thank you for helping us create a beautiful program. We look forward to including your ad!