



Surf Thanksgiving Tournament Program Great Reasons to Advertise

Why Advertise in the Surf Thanksgiving Tournament Program?

- The Surf Thanksgiving Tournament is expected to attract participants from all over San Diego County as well as teams from outside San Diego and outside California.
- The tournament program provides a targeted, cost-effective way to reach a dynamic group of youth soccer players, their families, and fans.

In what types of products and services are soccer players, families, and fans interested?

Soccer players, their families, and fans are interested in a wide range of products and services including, but not limited to:

- Soccer-related products and events
- Health and rehabilitation services
- Fast food and dine-in restaurants (% off products; buy one get one free specials, etc.)
- Beverages; fun-in-the-sun products (sunscreen, beach clothing, hats, sunglasses, umbrella stands, picnic foods and equipment, etc.)
- Grocery and health food stores
- Education-related products and services
- Hotels and lodging
- Medical services; dental and orthodontic services
- Soccer families would have interest in home improvement; automotive products and services; home décor; pet-related products and services; financial and legal services; real estate services...everything families are interested in.

On what fields will the tournament be played?

Games will be played on fields located in Oceanside (SoCal Sports Complex), La Jolla (Allen), Escondido (Ryan), Mira Mesa (Hickman) and Penasquitos area (Hourglass). The finals for B/G U11-GU15 finals will be held at the San Diego Polo Fields alongside the prestigious San Diego Surf College Cup Tournament.

How many programs will be distributed?

5,000 programs will be printed and distributed.

How many teams are expected to participate in the Surf Thanksgiving Tournament?

This year over 350 teams are expected to participate.

How often will my ad be seen?

Attendees will refer to the program for schedules, field directions and rules, likely being exposed to program ads at least two or three times daily during the three-day period, Nov. 23rd – 25th. Afterwards, the program is often kept as a memento of the event (especially by the champions ☺).

Surf Thanksgiving Tournament PROGRAM ADVERTISING FORM

Please indicate the desired ad size by placing a check in the appropriate box in the last column.

Pages Available		Dimensions		Ad Cost	Check desired
		Width by height (inches)			
Full page	4/Color	5" x 8"		\$780	
Half Page - Horizontal	4/Color	5" x 3.875"		\$540	
Half Page - Vertical	4/Color	2.375" x 8"		\$540	
1/3 Page – Horizontal Ad or Biz Card Space	4/Color	5" x 2.5"		\$300	
Full page (back cover)	4/Color	5" x 8"		\$1,320	SOLD
Full page (inside of front cover page)	4/Color	5" x 8"		\$1,020	SOLD
Full page (inside of back cover page)	4/Color	5" x 8"		\$960	SOLD

- Please complete this form and return it, together with your ads and payment by Friday, November 1, 2013.** Sellers may e-mail ad materials to Art Ramirez at thanksgiving@surfsoccer.com and mail payment to San Diego Surf Soccer Club 2683 Via de la Valle, Suite G #425, Del Mar, CA 92014 Attention: Thanksgiving Surf Cup Program. (See payment options below).
- Electronic format is preferred for the ads. Ideally PDF or JPEG (GIF, Adobe Illustrator EPS, Adobe PhotoshopCS2 or lower and Power Point are also supported). Preferably 300 dpi but a minimum dpi of 180. Most photos that have not been reduced will easily fulfill the minimum requirements. Hard copies, such as business cards or original photos will be scanned.
- Please make checks payable to Surf Soccer Club, or you may provide your credit card info below (Amex, MC, Visa, or Discover).

The deadline for the material and payment is Friday, November 1, 2013

In the event that any page types are oversubscribed, we will allocate space to the first order received – We will then call those whose order we are not able to fulfill.

CONTACT AND PAYMENT INFORMATION

Name of Company / Advertiser _____

Company / Advertiser CONTACT NAME _____

Phone # or E-mail Address of Advertiser _____

Ad SELLER'S Name _____

Ad SELLER'S Phone _____ E-mail _____

Name of SURF PLAYER to credited _____

\$ _____ enclosed, or debit my credit card for a (size) _____ Program Ad.
(Enclose a check payable to Surf Soccer or provide your credit card information below)

Name on the Card: _____ Billing Zip Code: _____

Credit Card No: _____ Expiration: _____ CVC _____

For additional information, please contact Art Ramirez at 714.417.5362 or thanksgiving@surfsoccer.com.

San Diego Surf Soccer Club is a Nonprofit 501 (c) (3) Corporation. Tax ID# 95-3731566