



**AHS Sports Media Guide**  
**Information Package for Student-Athletes**  
**Spring -2012**



**Concept:** The Annapolis HS Sports Booster Club is asking each student-athlete to help raise money for sports programs at Annapolis High School by selling advertising in our Sports Media Guide. The Sport Media Guide features team and individual pictures of Annapolis JV and Varsity student-athletes as well as useful team content including schedules, rosters, coaching bios, and more. The Media Guide offers local businesses the opportunity to show their support for AHS sports teams by placing full color advertising in the Media Guide. Families can also show their support by placing ads that featuring their favorite teams or student-athletes. This year, the Media Guide will be issued for both the Winter and Spring sports seasons; in future years, the Media Guide also will be published in the Fall as well.

**Our Ask:** You will be asked to use the tools we are providing to you in this Information Package for Student-Athletes to seek out and gain commitments from 5-10 prospective advertisers for the Media Guide. You will be asked to raise a minimum of \$100 each in ads and donations.

**Team Rewards:** If your team meets its goal, then your team will earn cash that can be used by your coaches for apparel and other team gear. The one team each season that raises the most money receives a FREE Team Dinner! (Team must raise at least \$1,000).

**Individual Rewards:** If you can raise \$300 or more, you will earn an **Annapolis HS sweatshirt**. The player that raises the most money across all teams during the entire school year will earn a **\$500 scholarship** plus the admiration of all your fellow student-athletes. (Winner must raise at least \$750)

**Ad Costs:** The cost of a single ad for each sports season runs from \$25 to \$100 with specialty ads (back and inside covers, etc.) costing more. Discounts are offered for those willing to advertise in multiple sports seasons. Please refer to the **Information Package for Advertisers** for more details on pricing and specific ad types.

**Tool # 1 – Sales Script:** Hi, my name is \_\_\_\_\_ and I am here representing the Annapolis High School [sport] team. We are publishing a Sports Media Guide this year and I was hoping you would consider supporting our school by placing an ad in our Media Guide. The money raised will be used to support and promote all the sports programs at Annapolis. Did you know that only a fraction of the funding for sports programs for public schools comes from the County? It is up to the community to raise the rest of the badly needed funding. Are you interested in supporting Annapolis HS and purchasing an ad? [If answer is no, then ask “Would you be willing to make a donation instead?"]

**Tool #2- Prospect List:** We will work together at this meeting to help you develop your very own **Prospecting List** using the form on the back of this sheet. Your completed list should consist of 10-15 personal contacts or other prospects that you will list out and then contact to seek their advertising commitment.

**Tool #3- Information Package for Advertisers:** This handout is what you will give to your prospective advertisers. It contains:

- Pricing information for advertisements.
- Information about circulation and advertising power of the Sports Media Guide.
- Directions on how to fill out the advertising application and to whom to make checks payable to (no cash please). Payment can also be made online using PayPal and credit cards.
- Samples and sizes of available ads. We offer FREE assistance creating ads for advertisers.
- Information on FREE ads for those companies willing to print copies of the Media Guide to reduce our costs.

*Don't be afraid to ask someone to advertise. What is the worst thing they could say? No!  
You will be surprised as to how easy they will sell.*

**Other Important information:**

- Either Paper Forms OR Online forms can be completed by advertisers. See <http://www.annapolishighschool.org>, Parents / Sports Boosters. Click on “Media Guide Ad Flyer” for extra forms. Or click on “Media Guide” to complete online App (or just use [tinyurl.com/ahsMG2012](http://tinyurl.com/ahsMG2012))
- Forms need to be filled out completely by your advertiser.
- If someone is not interested in running an ad, ask them for a donation. They must complete a form for donations. NO CASH DONATIONS!
- You will personally deliver one **complimentary copy** of the Media Guide to all your advertisers when they are first printed.
- One form per ad, although one check may be used for multiple ads.
- You should complete the student-athlete information at the bottom of **each** form in order to get credit for your team and yourself. If your advertiser will submit online, make sure they have your name, year, phone#, email and sports team so that you and your team get credit.
- You and your team receive \$\$\$ credit for every company you find willing to print copies of the Media Guide. \$250 for every 50 copies.
- Return the completed forms and checks to AD Gehrdes, Jan Schwartz or the AHS Front Desk in an envelope marked “AHS Sports Boosters/Media Guide”. Envelopes should be turned into school the very next day—do not keep them sitting around your house.
- FORMS DO NOT GET RETURNED TO COACHES.

**Timeline:**



- Start reaching out to prospects on your list immediately –before your fellow student-athletes call them first!
- Deadline for submission of ad applications for the Spring 2012 edition of the Annapolis High School Media Guide is **Fri, March 30, 2012**. We must have all ads and checks by this date.
- The Spring edition will be distributed on or before April 15, 2012.

**Questions / Comments / Problems:**

Please contact Mark Johnson via email at [AHSMediaGuide@yahoo.com](mailto:AHSMediaGuide@yahoo.com) or 410-703-4284.

*Go forth and conquer!*

**Need Volunteer Hours?**  
*Good with projects or graphic design? We need a few students to assist putting this Media Guide together. Just a few hours needed. Contact Mr. Johnson for info on how you might be able to help.*



AHS Sports Media Guide  
Prospecting List for Student-Athletes

### Part I: Prospecting from People You Know Who Own Businesses

Do you know people who work in the **Annapolis area who own their own businesses**, such as plumbers, retail stores, technology companies, lawyers, doctors, dentists? If so, write them down now, even if you are not sure if they will advertise.

1. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
2. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
3. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
4. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
5. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_

### Part II: Prospecting from Businesses You Buy Things From

Approach **local businesses where you and your family regularly shop**. Make sure to ask for the owner or store manager. Ask them if you have been a good customer and when they say “yes” ask them if they will support your high school sports program by running a very inexpensive ad. Most families regularly shop at food stores, fast food and other restaurants, dry cleaners, your church or temple, dry cleaners, etc.

1. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
2. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
3. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
4. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
5. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_

### Part III: Prospecting Your Family

Family is almost always willing to help. Ask your parents, grandparents, older siblings, aunts and uncles, etc. if they would be willing to put an ad in the Sports Media Guide. If so, write them down now, even if you are not sure if they will advertise.

1. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
2. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
3. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
4. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_
5. \_\_\_\_\_  Contacted on \_\_\_/\_\_\_/\_\_\_

*Plan your Work and Work the Plan!*