



**Advertising Opportunities:**  
**Show your support of children and gain valuable customers**  
**advertising through**  
**Sonoma Valley Youth Soccer Association!**  
Non-profit 501c(3) Tax ID # 94-2734392

## TOURNAMENTS

Every year Sonoma (SVYSA) hosts two soccer tournaments: **The Sonoma Honey Invitational Tournament and the Sonoma Halloween Tournament (in honor of Joe Flajnik)**

Teams come from all over Northern California to play in them.

They are extremely popular and always fill up. **Over 1,000 people** arrive to play and stay each weekend. Some arrive on Friday evening and all stay until Sunday afternoon. They spend money! They need places to stay, food, gas, coffee, ice cream, and miscellaneous stuff. In their free time they visit our town. We encourage you to reach out to them and let them know you have what they need. *These tournament programs are given free to every family. **When you advertise with us\***, we'll put you on the Tournament map so everyone knows your location.*



## SOUVENIR PROGRAM

In addition to our Tournament Brochures, we have a unique opportunity for you to advertise in our Annual Souvenir Program

Our annual Special Edition color Souvenir Program is given FREE to every player in our league. That's **1,300 players representing 800 Sonoma Valley households**. Distributed in late October, these programs are true souvenirs. Much like a school "year book", they are viewed for a lifetime, staying in households with the people who eat at your restaurants, order your pizzas, have their cars repaired by you, buy your household items, and get their hair done by you... They see you for their medical needs, they work out in your gyms, **and they shop with you.**

Anyone who has a business in Sonoma will be reaching out to all our SOCCER FAMILIES for many years. This is also a way to pay a beautiful tribute to a young family member you'd like to cheer on - many families purchase a personal "tribute" ad as well.

This is a rare opportunity to have your ad/tribute viewed time and time again.

## WEBSITE

We also welcome advertisement on our Sonoma Valley Youth Soccer Association website: [www.sonomasoccer.org](http://www.sonomasoccer.org) . You may even choose an advertisement plan with a direct link to your company! Please visit our website for more details!

\*See Reverse Side for Advertising Bonuses and Order Form

# AD ORDER FORM

**BONUSES for Advertising with Sonoma Valley Youth Soccer:**

\*When you purchase a quarter page or larger ad,  
your business location will be printed on our program MAP!

**WEBSITE EXPOSURE for you, your family or business:**

Purchase \$500+ in advertising, and receive website recognition on our "Thank you!" page or  
purchase \$1,500+ for a *front page banner* at [www.sonomasoccer.org](http://www.sonomasoccer.org)

PRINT-READY DUE dates (all programs are 8.5" X 11"):

Honey Tournament: **COMPLETED** Souvenir Program: **October 12, 2010**

Halloween Tournament: **October 12, 2010**

| <b>Ad choices/prices:</b> PLEASE USE THIS CHART TO INDICATE YOUR PROGRAM CHOICE(S) & TOTAL PRICE ENCLOSED | <b>PROGRAM(S) DESIRED:</b> |                 |                  |              |
|---|----------------------------|-----------------|------------------|--------------|
| <b>Full page (8.5" X 11") color on gloss paper:</b>   | <b>Honey</b>               | <b>Souvenir</b> | <b>Halloween</b> | <b>Total</b> |
| <b>ALL three</b>  |                            |                 |                  |              |
| <b>1 Program</b>  |                            |                 |                  |              |
| <b>2 Programs</b>   |                            |                 |                  |              |
| A) Inside front cover   | \$1000.00                  | \$1500.00       | \$2000.00        |              |
| B) Inside back cover  | \$1000.00                  | \$1500.00       | \$2000.00        |              |
| C) Back cover   | \$1500.00                  | \$2500.00       | \$3000.00        |              |
| <b>Inside color on matte paper:</b>   |                            |                 |                  |              |
| D) Full page  | \$ 800.00                  | \$1300.00       | \$1800.00        | PAST         |
| E) Half page  | \$ 500.00                  | \$ 800.00       | \$1000.00        |              |
| F) Quarter page   | \$ 350.00                  | \$ 600.00       | \$ 800.00        |              |
| G) Business card  | \$ 75.00                   | \$ 100.00       | \$ 125.00        |              |
| <b>Inside black and white on matte paper:</b>   |                            |                 |                  |              |
| H) Full page  | \$ 500.00                  | \$ 800.00       | \$1000.00        |              |
| I) Half page  | \$ 350.00                  | \$ 600.00       | \$ 800.00        |              |
| J) Quarter page   | \$ 200.00                  | \$ 350.00       | \$ 500.00        |              |
| K) Business card  | \$ 40.00                   | \$ 75.00        | \$ 100.00        |              |

YOUR NAME: (please print) \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-Mail: \_\_\_\_\_

WEBSITE URL: \_\_\_\_\_

Please mail this Ad Order Form with enclosed payment to:

**SVYSA Programs, P.O. Box 1992, Sonoma CA 95476**

**Camera-ready art / ad copy must be e-mailed directly to Ad Coordinator, Phylis Wakefield, [phyliswake@gmail.com](mailto:phyliswake@gmail.com) no later than the due date(s) specified above for each Program. Any questions, please call (707) 477-9126.**