



Mid-American Soccer Classic
hosted by
Fairfield Optimist Soccer Club
and
Fairfield Optimist Club

The Fairfield Optimist Soccer Club, a non-profit youth soccer organization, is pleased to announce the twenty-fourth Mid-American Soccer Classic (MASC) tournament, to be held April 17, 18, 19 and 24, 25, 26 2009, at the extraordinary Optimist complex in Fairfield just outside Joyce Park. The tournament will include over 500 teams over the two weekends from all over the Midwest and Canada. In 2008, the tournament brought over 23,000 people into the Fairfield, Hamilton and Tri-County areas.

Many teams will be coming in from out of town and will be using local hotels, restaurants, and businesses throughout the weekend. This is your opportunity to advance your business locally and garner additional sales over the two weekends and beyond. Through our tournament program, web page, advertisements, and other activities, we can help promote your business, while you help us to host a successful tournament for the participants. This tournament is the major fundraiser for the Fairfield Optimist Soccer Club and the Fairfield Optimist Club. Both organizations utilize the monies raised from the tournament towards causes that benefit the youth of Fairfield and the surrounding areas.

Please review the attached sponsorship menu to find what will fit your budget and needs. If you wish to put together something special for this event, please do not hesitate to mention this to us.

Thank you in advance for your support of local youth sports. We look forward to a profitable relationship!

Sincerely,

Ann Yungbluth
Director
MASC Tournament 2009
cayung@fuse.net
513-671-1048



April 2009

PROGRAM AD RATES

- AD DEADLINE: March 9, 2009
- Program - Booklet Style 8½ x 11, w/10,000 copies
- Advertiser to provide:
 - Ad fee at time of order
 - Camera ready art work or digital
 - Additional \$25 art charge if appropriate artwork is not provided
(business cards are acceptable for quarter page and business card ads)

<u>Ad Type</u>	<u>Size</u>	<u>Color</u>	<u>Cost*</u>	<u>Web Listing</u>
Back Cover	10" tall x 7½" wide	4 color	Sold	Free
Inside Front Cover**	10" tall x 7½" wide	4 color	\$450	Free
Inside Back Cover	10" tall x 7½" wide	4 color	\$450	Free
Full Page***	10" tall x 7½" wide	B&W	\$300	\$25
½ Page	5" tall x 7½" wide	B&W	\$175	\$25
¼ Page	5" tall x 3¾" wide	B&W	\$110	N/A
Business Card 1/8 Page	1 7/8 " x 3 1/8 " wide	B&W	\$60	N/A
Patron ad (personal)	Text only (1-25 words)	B&W	\$25	N/A

*U.S. Dollars -

**Not available until after January 15.

*** Full-page ads will be positioned first next to division brackets. You may request a specific bracket with purchase of full-page ad. Request will be filled on a first come, first serve basis.



2009 MASC Tournament Sponsor Levels:

Presenting Sponsor ONLY 1 AVAILABLE

- Full Color logo on front cover of program.
- Company logo included on each division bracket page
- Two (2) full-page ads within the program including full color front inside cover and choice of placement of b/w ad.
- Company logo indicating your company as presenting sponsor on welcome banner at each of the tournament venues
- Company name on back of Tournament T-Shirt
- Company name/logo on primary tournament web page.
- Company name/logo on primary Club web page.
- Any coupon/advertisement to be provided by company and handed out to all tournament participants.
- Opportunity to have booth at each tournament venue for purpose of display, couponing, sampling, or product demonstration.
- Name included on trophies or awards presented to winners and runners-up in each division.
- Ability to hang additional signage and banners throughout the tournament venues (you provide)
- Name included in any print and/or electronic advertising or press releases pertaining to tournament.
- Inclusion of company personnel in tournament awards ceremony and prominent logo appearing on backdrop to awards areas.

TOTAL INVESTMENT: \$10,000

Associate Sponsor ONLY 2 AVAILABLE

- Full page ad in tournament program (inside page facing either front or back cover)
- One additional full-page ad within the program with choice of placement.
- Opportunity to have booth at each tournament venue for purpose of display, couponing, sampling, or product demonstration
- Company name/logo on back of Tournament T-Shirt
- Company name/logo on tournament web page.
- Company name/logo on Club web page.
- Any coupon/advertisement to be provided by company and handed out to all tournament participants.
- Ability to hang additional signage and banners throughout the tournament venues (you provide)
- **Special acknowledgement on all bracket pages thanking your company for being the associate sponsor of the tournament!!**

TOTAL INVESTMENT: \$5,000

Tournament Sponsor

- Premium spot full page ad in tournament program and listing on website Deals section.
- Company name on back of Tournament T-Shirt
- Any coupon/advertisement to be provided by company and handed out to all tournament participants.
- Ability to put up to 2 banners on tournament grounds (you provide)
- One booth at main tournament venue (Fairfield Optimist Club fields) for purpose of display, couponing, sampling, or product demonstration

TOTAL INVESTMENT: \$2,000

Tournament Supporter

- Premium spot full page ad in tournament program and listing on website Deals section.
- Any coupon/advertisement to be provided by company and handed out to all tournament participants.
- Ability to put up to 1 banner on tournament grounds (you provide)
- One booth at main tournament venue (Fairfield Optimist Club fields) for purpose of display, couponing, sampling, or product demonstration

TOTAL INVESTMENT: \$1,000

2009 MASC Sponsor Form

Company Name _____

Contact Person _____

Address _____

Phone/Email _____

Ad/Sponsorship level _____

Amount Due \$ _____

TEAM TO CREDIT AD TO

_____ (Please include team name, coach, and sex & age division)

- Business card enclosed
- Art Work Enclosed
- Art Work to be emailed (deadline March 9)

Special instructions/request: _____

Web – please designate how you would like to be listed on the website dropdown menu (if applicable)

- | | |
|--|---|
| <input type="checkbox"/> Restaurant | <input type="checkbox"/> Worship |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> ATM | <input type="checkbox"/> General Attraction |
| <input type="checkbox"/> Grocery | <input type="checkbox"/> General Business |

Send ad, form and payment to:
MASC Tournament
4419 Squaw Valley Drive
Liberty Township, Ohio 45011
OR E-mail ad and form to:
lschneider@coxohio.com

FOR TOURNAMENT USE

Sold By: _____ Team: _____

Payment Enclosed: _____

Bill To: _____