

Outsiders Baseball Club

2015-2016 Web Banner Sponsorship Program Details

General Information

Interested families within Outsiders Baseball Club can fundraise for their son/daughter through the sale of ad banners posted on the official website of Outsiders Baseball Club, www.davegriffinbaseball.com. The banners will be 986x100 or 248x150 in size and run on a rotational basis on each site page for a calendar year (unless longer or shorter terms are desired). Please note that some business categories may be protected due to existing sponsorship deals of an exclusive nature with Outsiders Baseball club. Therefore, always check with Outsiders Baseball Club for advertiser approval. Please direct website advertising and other sponsorship questions to Todd Iwema with Outsiders Baseball Club (219.313.5996).

This sponsorship effort is crafted intentionally to provide families with an opportunity to reduce their expenses through fundraising.

What are the steps for selling an online ad banner?

1. Find an interested advertiser/company
2. Contact Outsiders Baseball Club for approval of the advertiser and/or to determine if any category conflicts exist with that interested advertiser
3. Complete the ad banner request and agreement form including an authorized signature from a company representative
4. Collect a high resolution artwork file (986x100 or 248x150 in size; EPS/Illustrator file preferred) from the company/advertiser
5. Submit artwork and completed form to Outsiders Baseball Club with advertiser payment payable to Outsiders Baseball Club

How much money from the sale of the ad banner will be applied to my son/daughter's baseball expenses?

After expenses for creating the ad banner(s) are covered (if necessary), the remaining balance of the advertising deal will be split 85% to the family/player and 15% to Outsiders Baseball Club.

2015-2016 Ad Banner – 986x100

986x100 banner = \$1,000 – Year Long Rate

248x150 banner = \$300.00 – Quarterly Rate

2015-2016 Ad Banner – 248x150

986x100 banner = \$400 – Year Long Rate

148x100 banner = \$125 – Quarterly Rate

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Frequently Asked Questions

How much money from the sale of the ad banner will be applied to my son/daughter's baseball expenses?

After banner creation expenses are covered (if necessary), the remaining balance of the advertising deal will be split 85% to the family/player and 15% to Outsiders Baseball Club.

If an interested company does not have ad creative, what options are there to remedy that challenge?

Outsiders Baseball Club can help arrange professional, graphic design work for an interested advertiser. Design fees would be subtracted from the total advertising deal amount prior to the 85/15 split.

What are the terms for the web banner advertisements?

The ad banners will be sold for terms of one calendar year or by quarter (3-month increment). If an advertiser would like a longer term, that option can be arranged with Outsiders Baseball Club.

What are the available sizes of web banners?

The web banners will be 986x100 or 248x150 pixels.

Where will the banners be displayed on www.davegriffinbaseball.org?

Banners will be posted, in rotational fashion, on each page of the website for the large banner and ONLY on the main page for the smaller ad. On the homepage, the large banner position is just below the navigation bar and the smaller ad will be on lower right side of page.

Can any company advertise on www.davegriffinbaseball.org?

No. Companies related to firearms, alcohol, tobacco and adult entertainment products are strictly prohibited from advertising. Also, Outsiders Baseball Club reserves the right to sell exclusivity to an advertiser and to reject competitors of that exclusive advertiser.

Do prospective advertisers need to be approved by Outsiders Baseball Club?

Yes. All advertisers must be pre-approved by Outsiders Baseball Club.

Is Outsiders Baseball Club a non-profit organization?

No. Outsiders Baseball Club is not set up as a non-profit organization. Therefore, web advertising funds are not deductible as a charitable donation, but are deductible as a normal business expense (i.e. advertising/marketing).

If I have questions about advertising with Outsiders Baseball Club, who should I contact?

Todd Iwema is the sponsorship and advertising contact with Outsiders Baseball Club (219.313.5996) and he will be happy to speak with you.

Outsiders Baseball Club

Website Advertising Order Form

986x100 ad banner or 248x150 ad banner

Instructions: Please read closely the details of the Web Banner Sponsorship Program and then complete the form. This two-page form is to be filled out by a Outsiders Baseball Club parent or player, signed by a representative of the company seeking online advertising, and submitted to Outsiders Baseball Club along with payment to Outsiders Baseball Club.

Date: _____

Name of Business (Sponsor) _____

Street Address _____

City, State, Zip _____

Business Contact Name _____

Business Contact Number _____

Business Contact Email Address: _____

986 X 100 PIXEL AD

Number of Months Desired
Please Circle or Highlight

	3	6	9	12
	Months	Months	Months	Months
COST =	\$300.00	\$600.00	\$900.00	\$1000.00

248 X 150 PIXEL AD

Number of Months Desired
Please Circle or Highlight

	3	6	9	12
	Months	Months	Months	Months
COST =	\$125.00	\$250.00	\$375.00	\$400.00

Note: Please submit hi-res artwork (preferably EPS/Illustrator files) to lwema@icloud.com

The following are the terms and conditions of the advertising agreement ("Agreement") made this _____ day of _____, 20____, by and between the above-named advertiser ("_____") and Outsiders Baseball Club.

1. Terms – An online banner (986x100 size or 248x150 size) for above-mentioned sponsor shall be displayed by Outsiders Baseball Club on davegriffingbaseball.org and remain in the server rotation for the duration selected above (from the date of initial posting).
2. Sponsorship – if advertiser does not have artwork, Outsiders Baseball Club will create a 986x100 or 248x150 banner ad for the above-named sponsor. The ad development costs will be subtracted from the ad cost prior to splitting the money.
3. Approval – Outsiders Baseball Club will provide above-named sponsor with the opportunity to approve the ad creative prior to being posted.
4. Split of money – After expenses (ex. Creative development) Outsiders Baseball Club will split the online advertising money 85% for the player/family and 15% to Outsiders Baseball Club

Accepted for above-named sponsor

Printed Name: _____

Signature: _____

Date: _____

Accepted for Outsiders Baseball Club: (staff signature only)

Printed Name: _____

Signature: _____

Date: _____

Outsiders Baseball Club

Website Advertising Order Form

Instructions: Please read closely the details of the Web Banner Sponsorship Program prior to completing this section. To properly credit a player's account (for selling the online sponsorship), please provide the following information:

Name of Outsiders Player

Players Current Team

Street Address

City, State, Zip

Family Contact Name

Family Contact Number

Family Contact Email Address:

Instructions: To process, please mail this completed two-page form with a check payable to Outsiders Baseball Club to:

Outsiders Baseball Club
C/O Sponsorship Program
1200 W. Main Street
Griffith, IN 46333

Note: Please direct all advertising questions to Todd Iwema:
Todd Iwema – Outsiders Baseball Club
Iwema@icloud.com
219.313.5996 - cell