

CROSSROADS DIAMOND CLUB, INC.

P. O. Box 1194, Clinton, MS 39060-1194
Telephone (601) 924-3020 Fax: (601) 924-3050

TO: 2017 Baseball All-Star Players and Coaches
FROM: Lindsey Koestler and Sara Angelo, Program Coordinators
DATE: April 5, 2017

Please print copies of the ad contract page included with these forms for use in preparing your ads. All ads must be placed on these contracts. All ads must be sold and returned to us (including payment) by **Thursday, April 20, 2017. It is very important that all ads are in on time.** Printing of ads received after this date cannot be assured.

It is vital that each of you support the program by doing your part in selling the determined amount of ads. The reason we can have the 2017 All-Star Games is that the 2016 All-Stars did their part in selling ads. Please do your part and pave the way for the 2018 games.

RULES TO FOLLOW

1. **Start immediately** selling your ads. Don't let your time slip away. ***You should rely on your coach, family and friends to help you.***
2. Pay attention to the individual ad prices. They are listed on the contracts. Collect full payment for all ads. **Checks should be made payable to Crossroads Diamond Club.** We recommend that you do not send cash through the mail. If you collect cash, please send us one money order or one personal check for the entire amount.
3. **Get exact information for ads. Send us legible copy with correct spelling.** All ads will include your name and some statement like "Good Luck." If specific wording is requested or required in the ad, attach the wording with a paper clip to the copy of the contract that you send back to us. **(NO STAPLES OR TAPE, PLEASE).**
4. **DO NOT wait until the last day to mail your ads** - mail them as soon as you are able.
5. Each participant is required to sell at least \$300. Of course, some of you will want to sell more and we encourage you to do so. You will receive commission on the total amount you sell (\$0-\$500 = 15%; \$501 and over = 20%).
6. If you sell a half-page or full-page ad, your picture (that you send to us) and honors (taken from your Personal Information Form) will be included.
7. Please contact us at 601-924-3020, or lkoestler@mscoaches.com or sangelo@mscoaches.com if you have questions. We will help you in any way possible.
8. We are enclosing a copy of ad layouts and a list of suggested buyers.
9. Remember, the more ads you sell, the larger your commission check will be!
10. **You must sell at least \$300 worth of ads to receive an All-Star watch.**

A Full Page Ad encompasses the entire area inside the border.

These are only some suggestions for Ad Sales:

Relatives (*Parents, Grandparents, Aunts, Uncles, Cousins, etc.*)

School (*Teams, Student Body, Clubs, etc.*) Friends (*Yours and Your Parents'*)

Your Church Grocery Stores Hardware Stores

Newspapers, Radio Stations and Television Stations

Dry Cleaners Physicians and Dentists Banks Florists Clothing Shops

Auto Repair Shops Automobile Dealers

Insurance Companies (*State Farm, Allstate, etc.*) Museums (*Art, Coca-Cola, etc.*)

Local Attractions (*Zoo, Parks, etc.*) Restaurants (*Dairy Queen, Bumpers, Sonic, El Chico, etc.*)

Government (*Mayor, Board of Supervisors, Alderman, etc.*)

Any business that advertises would probably appreciate the chance to advertise and support the students and athletes in the community. Think about the businesses you and your family use (i.e., hair salon, veterinarian, towtruck service) and let them have this opportunity to support you and your school.

1/2 Page

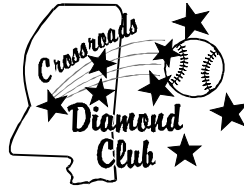
1/4 Page

3/4 Page

1/8 Page

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Ad Contract For

Mississippi High School All-Star Baseball Game

Name of Company or Individual(s) Purchasing Ad

Message *Ex: Good Luck in the Game, Johnny! We are so proud of you!*

Purchaser's Name as you wish it to appear in the ad. *Ex: From Mama & Daddy*

Contact Phone Number (in case we have questions about your ad)

For BUSINESSES ONLY: Physical Address, Phone, Fax, etc. if you want this information listed in your ad.

Select Ad Size Desired

- Full Page \$250.00
- 1/2 Page 150.00
- 1/4 Page 100.00
- 1/8 Page 50.00
- Patron 25.00

(Patron ad is a NAME ONLY listing in back of Program)

If your ad includes trademarks, logos, or regular artwork, these should be furnished as clean copy printed in a dark ink for satisfactory reproduction. Please do not staple, tape or fold artwork. *Checks should be made payable to Crossroads Diamond Club.*

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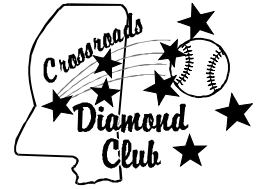
Customer's Signature

Printed Name of Customer

Name of All-Star (Please Print)

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