**2019 Bethesda Premier Cup Website Advertisement Information**

**General Information: The Bethesda Premier Cup is one of the top youth soccer tournaments in the country. The direct audience includes about 18,000 boys and girls ranging in age from 9 to 19; about 4,000 officials, including coaches, managers, referees and tournament volunteers; and at least 30,000 parents, plus siblings and other relatives, friends and fans who attend as spectators. In 2012 the Sports Management and Tourism School of Business from George Washington University did a detailed study and determined that the tournament created approximately 12 million dollars of economic impact to Montgomery County and surrounding areas.**

**For 2019, the Bethesda Premier Cup will be offering members of the Bethesda SC community the opportunity to earn credit towards club programs and fees through advertising opportunities through the Bethesda Premier Cup website. Our website typically generates about 30,000 page views during the tournament. Bethesda is also an active member on social media with Facebook (1,955 likes), Twitter (3000 followers and 146k Tweet Impressions monthly), Instagram (1,365 since January 2019).**

**While the process is optional it is a great opportunity for players and parents to positively impact our tournament while help offsetting some of their club-related costs.**

**Breakdown of Website Sponsorship Opportunities.**

**Marquee Sponsor:** Super large (800x300) banner right on the Premier Cup home page just under the top three main weekend sliders. This provides each company major exposure on our most popular page. Logo (600 x400) will also be placed on the bottom of all Premier Cup website pages, all Bethesda Premier Cup Newsletters and club will place one advertisement through each of our social media platforms during the tournament. **Cost**: $900

**Premier Sponsor:** 600x400 Company logo placed at the bottom of all pages and all Premier Cup Newsletters. Bethesda Soccer Club will also post one advertisement through each of our social media platforms during the tournament. **Cost** $750

**Cup Sponsor:** 350x250 Company logo at the bottom of the Sponsors, Youth Weekend, Girls Showcase, and Boys Showcase pages as well as all Bethesda Premier Cup newsletters. Bethesda Soccer Club will also post one advertisement on each of our social media platforms during the tournament. **Cost** : $500.

**General Sponsor:** 350 x 250 Company logo placed on the Bethesda Premier Cup Sponsors page as well as all Bethesda Premier Cup Newsletters. Bethesda Soccer Club will also post one advertisement on each of our social media platforms during the tournament. **: Cost: $**350**.**

**Process for submitting Sponsorship Paperwork**

***Step 1:*** Fill out the attached form and email it to Sean Maslin at [smaslin@bethesdasoccer.org](mailto:smaslin@bethesdasoccer.org) . Please make sure to include in the subject of the email that it is for **Premier Cup Website Advertisement**.

***Step 2:*** Once the documentation has been approved the payment will be made and the artwork will be placed on the website in accordance to the guidelines established. **No advertisements will be placed until all requirements have been met.**

***Step 3: For BSC Parents.*** After payment has been made, a credit of 50 percent of the sponsorship advertisement sold will be applied to your account. Your credit can be used for any Bethesda program or your club dues. It will be placed into your family account so it can be used for any player who plays for the club.

**Artwork Details:** It is strongly preferred that companies provide their company logo in a Vector File format (.SVG). If a company chooses to submit a JPEG or PNG photo they will need submit it with the exact dimensions indicated in the Sponsorship Agreement. **No either file formats will be accepted.**

**Deadline:** All sponsorship agreements must be provided to Bethesda Soccer Club by November 4, 2019 at noon to ensure that they will be ready for the start of the tournament.

**Questions:** If you have any questions about advertising for the Bethesda Premier Cup please contact our Marketing and Communications Coordinator Sean Maslin at [smaslin@bethesdasoccer.org](mailto:smaslin@bethesdasoccer.org) . For questions on how the credit will be applied to your LeagueApps account please email Zane Campbell at [zcampbell@bethesdasoccer.org](mailto:zcampbell@bethesdasoccer.org)

**Website Advertisement Agreement**

**For 2019 Bethesda Premier Cup**

# ADVERTISER’S NAME ADVERTISER’S ADDRESS

As it should appear on website Street, City, State, Zip

# CONTACT PERSON

PHONE E-MAIL

**Website (Please write clearly):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Twitter Handle:**

**Facebook URL:**

**Instagram Handle:**

**ADVERTISEMENT COST**

### Please see advertisement information page for

### breakdown of fees.

 $900 Marquee

 $750 Premier

 $500 Cup

 $350 General

# ARTWORK REQUIREMENTS

Image file must be in a Vector File (.SVG), JPEG, or PNG format

**PAYMENT DETAILS**

Credit cards only. Checks will not be accepted.

**Name on Card**\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Card Number**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Expiration Date**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Security Code**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**BETHESDA SC PLAYER INFORMATION**

*BSC Parents: Please make sure this information is filled out* ***exactly*** *as it is listed in your BSC LeagueApps account.*

**Player Name(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Team(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Parent Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Parent Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Parent Phone Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**ADVERTISERS:** Return this form with credit card information and artwork to the BSC player/family who solicited ad OR submit completed form by e-mail. Once the form and deliverables have been reviewed, the payment will be made, and then advertisement will be placed.

**DEADLINE:** All advertising forms and required artwork must be turned in no later than **Monday, November 4 at noon EST**. Completed forms and artwork must be emailed in one email to our Marketing and Communications Director Sean Maslin at [smaslin@bethesdasoccer.org](mailto:smaslin@bethesdasoccer.org)

**ADVERTISERS SIGNATURE Date**