

NORMAN ATHLETIC ASSOCIATION
"Working For All Norman's Athletes"

NAA Program Ads –Instructions 2011

Enclosed in this folder are existing-advertiser contracts, blank contracts, a Contacts List, a Contacts Worksheet, and a program from last year.

Contacts List

Each booster club is required to contact ten (10) businesses. This includes the existing-advertisers included in your packet and a minimum of three (3) new businesses that are not on the enclosed Contacts List. **Do not contact any business or individual on the Contacts List other than those assigned to you.** (Contacting a booster club does not count toward the required 10.) Please note you do not have to make a sale to receive credit for contact. We only ask that you make a legitimate effort to make the contacts and return the contracts and artwork on time. List ALL businesses you contact on the Contacts Worksheet. Indicate if they are buying an ad and make any notes about the contact (e.g. - can't this year but contact again next year).

Ad Contracts

- ❖ **Renewals**--If an existing-advertiser wants to renew their ad from last year, write "renew ad" in the top right corner of the contract. If they need to make any changes to their existing ad, note all changes on the contract. If a business does not wish to purchase an ad, write "no" in the top right hand corner, if a business wishes to be removed from our Contact List, write "remove".
- ❖ **New Ad Sales**--For each new contact or business buying an ad, please completely fill out one of the blank contracts. Do not use or modify an existing-advertiser contract for a new contact or business.
- ❖ As you contact businesses or individuals, make notations at the bottom of the contract to document your efforts. Example:
6/10 called and left message for Ed; 6/15 went by and talked to Ed. He will call tomorrow;
6/20 Ed called and said YES. Go by and pick up his ad
- ❖ Once you have made a sale; record in the appropriate places on the contract how the ad was paid, the amount, and how the ad artwork will be submitted. If possible leave a copy of the completed contract with the business. It is their invoice.
- ❖ ALL ad contracts must be turned in at the regular NAA meeting on **June 22, 2011 or to Katherine Brooks' house by June 22, 2011**. All contracts must be filled out completely. The artwork for all ads you have sold must also be attached or clearly noted how they will be submitted. If it is a booster club ad and there is a picture with the ad, the picture is due by June 22, 2011 to Katherine. All names that go with the picture must be attached as well as the name of the club: i.e., NHS Cross-Country. If you cannot make the **June 22, 2011** meeting, contact Katherine Brooks.
- ❖ It is your responsibility to pick up the ads from the business or make arrangements for them to have them to Katherine Brooks before the due date.

Rewards/Incentives

These credits may be used for pictures of your seniors, thanks to sponsors, or however your booster club would like to use them. Athletes may not be pictured in school uniforms in retail ads. This is an OSSAA rule to preserve the amateur status of the athletes.

Completing contacts=1/4 pg ad free Each full page of SOLD ad space=1/4 pg ad free

This credit may be combined to have a larger ad. It may also be used as credit towards purchase of a larger ad. In order to receive credit for sales, they must be received and **paid for by July 1**.

Katherine Brooks, NAA Program Chair
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