



Challenge Red Pages

What are the Challenge Red Pages? Think of it as our version of the Yellow Pages, except in order to be listed in the **Challenge Red Pages** you have to pay a small sponsorship fee to be included. Each sponsor will be listed in the Sponsor Directory located on our homepage, as well as on the 'Club Sponsors' page on our website. Additionally, each sponsor will have the opportunity to be included in one (1) of our quarterly club-wide newsletters.

The screenshot shows the Challenge Soccer website's Red Pages section. On the left, there are links for 'Links' and 'Club Dues'. Below these are logos for 'ELITE CLUB' (adidas) and 'SCHOOL MANAGERS'. The main content area features a banner for 'School Post Season Awards' held on April 15, 2014. It congratulates members of Challenge 96 South for their representation at the District 22-5A All-District Awards. A large image of a soccer ball and a cleat is displayed. A navigation bar below the banner shows pages 1 through 12. To the right, there is a 'PHOTO GALLERY' showing a group of players on a field, and a 'TWITTER' section with a tweet from Jill Ellis (@JEllis2013) about success being no accident. The tweet includes a quote by Pelé: "It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing".

How much does it cost? The cost is \$400 per year.

What do you; the family that sold the sponsorship receives in return? How does a \$300 credit to your daughter's club dues sound? That's right, for every **Challenge Red Pages** sponsorship you sell, \$300 is credited towards your daughter's account and \$100 is put in the Jim Reese Fund.

Can any business or person be a sponsor? Most businesses will be approved, but there are some restrictions. We cannot have sponsors that conflict with adidas, Methodist Hospital, or Soccer 4 All. That means no other athletic/uniform apparel company can be a sponsor, i.e. Nike, Under Armor, Reebok. No hospitals, rehabilitation facilities or orthopedic doctor/surgeon. Also, no soccer retailers other than Soccer 4 All will be allowed to be a sponsor.

Do you still have questions about the Challenge Red Pages? If so, contact the Challenge Soccer Club Administrator, Ashley Frazier at ashley.fendley@challengesoccer.com

Is there a form that needs to be filled out in order to secure a sponsorship? Yes, Challenge Soccer Club has created a sponsorship form that needs to be filled out by the sponsor as well as by the parent/family obtaining the sponsorship. You will give the form to the sponsor to fill out and give back to you along with a \$400 check made payable to Challenge Soccer Club. You then need to fill in the "Challenge Player/Family Information" box on the form and mail it to us along with the sponsorship check. A copy of the form can also be found on our website.

What does the \$400.00 sponsorship include?

Challenge Red Pages Sponsorship Includes:

- Hyper linked listing of Company Name on Challenge homepage
- Hyper linked logo on Club website ('Challenge Red Pages') sponsor page.
- Opportunity to be included in 1 of our quarterly club newsletters i.e. electronic coupons, 1/4 page advertisement.

The \$400.00 sponsorship will be divided and distributed as follows:

- 75% or \$300.00 will be credited to the individual player/family account.
- 25% or \$100.00 will be donated to the Jim Reese Fund.

***Monies will not be distributed until the sponsorship check has been received and cashed.*

Does Challenge have to approve a person or business first before they can become a Red Pages Sponsor? Yes, the person or business of interest must first be approved by Challenge Soccer Club. Before you approach a potential sponsor we ask that you first email Ashley Frazier at ashley.fendley@challengesoccer.com for approval.

Is there a limit on the number of sponsorships I can sell? Although there is no limit on the number of sponsorships you can sell, there is a limit on the amount of money that can be credited to your daughter's club dues account. The total amount that can be credited to a player's account each year cannot exceed the fees due to Challenge Soccer Club. For example, if your daughter's balance with the club is \$1,000 and you go out and get three sponsors for the Red Pages, the amount to be credited to your daughter's account will be \$1,000, not \$1,200. The club will send the \$200 overage to your Team Treasurer who will then use that money to go towards your Team Expenses, i.e. your portion of tournament entry fees, league fees, etc.

Can we seek sponsors for the Red Pages year-round? Yes, you can. The 1 year sponsorship can start anytime throughout the year.