

Sep. 20,  
2010

## Ultimate Canadian Cheer and Dance 2011 Calendar Advertising Form

Advertiser Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Select your ad from the following choices: (approx. Sizes)

I choose the following Option for my ad

**Option A – 250.00**  
**2" tall by 4.25" wide**

Photos are not accurate sizes. The measurements are correct.

**Option B – 475.00**  
**2" tall by 8.5" wide**

**Option C – 225.00**  
**2" tall by 3.5" wide**

**Option E – 800.00**  
**8" tall by 3.5" wide**

**Option D – 425.00**  
**4" tall by 3.5" wide**

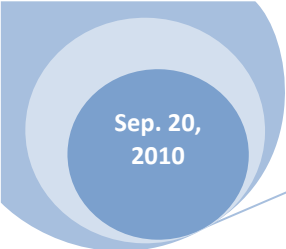
Athlete Name \_\_\_\_\_

Amount Collected \_\_\_\_\_ Method \_\_\_\_\_

CC # \_\_\_\_\_ Expiry \_\_\_\_\_

## Information for the Athlete

- **What is this fundraiser?** We are producing a 2011 calendar with shots of our athletes in it. The calendar will be sold to family, friends, etc as a keepsake. There will also be ads sold in the calendar which will help lower the costs of worlds and other travel fees.
- **When are forms due?** All Advertising Forms must be submitted along with payment no later than September 20, 2010.
- **Who do I submit my forms to?** The front desk staff will take all forms and payments.
- **What forms of payment are accepted?** Cheque, credit card, or cash. We can take post dated cheque for up to 30 days.
- **Who MUST sell ads?** Anyone on a Worlds team at UCCD. All other athletes are invited but not required to sell ads.
- **How many ads do I need to sell?** Everyone on a Worlds team must sell a minimum of one ad, but may sell more than one ad.
- **What happens to the money I get for ad sales?** It pays for the printing of the calendars.
- **How is this fundraiser going to help me lower my travel fees?** For every ad you sell, 50% goes to the printing of the calendar and 50% goes directly to your account. Plus, \$7.50 from each calendar you sell will go directly to your account.
- **What happens if I am unable to sell one ad?** If you are unable to sell an ad, then you will have to pay \$200 (the smallest ad fee). The printing of the ad is dependent upon the sale of ads. This applies to Worlds teams only.
- **Who should I sell ad space to?** Family and friends, or anyone with a business or service to promote. Local businesses will promote local groups. So, do not be shy to ask your local hair salon, dentist, restaurant, fitness gym, etc.
- **How do I approach the businesses?** Simply tell them that you have been chosen to represent your gym and your city at the World Cheerleading Competition.
- **Who do they make the cheque payable to?** UCCD
- **What happens if I sell a large ad for \$800?** We will do a photo shoot at their location. This shot will be featured in the month of the calendar along with their ad.
- **Is there HST on these ads?** Yes. Please multiply the ad price times 1.13 to get the total.



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Information for the Business/Advertiser

- **Where will this ad be featured?** The ad will be printed in 2500 calendars which will be sold as a fundraiser to families, friends, and the local GTA community, especially in the Durham, York, and greater Toronto area.
- **What is the fundraiser for?** This fundraiser helps lower the costs for Ultimate Canadian Cheer to take athletes to the World Championships in Orlando, FL. In April 2011.
- **What are my ad options?** There are 5 different sizes to choose from. Write your choice on the ad form.
- **How do I pay?** Credit card, cash, or cheque. Post dated up to 30 days is fine.
- **How do I get a receipt?** Simply keep this page and be sure that all of the information below is completed.
- **What can I put in the ad?** Logos, coupons, text, contact information, etc.
- **Do I have to design my own ad?** No. Our graphics team will design the ad for you. Simply provide us with all of the information you need in the ad and we will take care of the rest.
- **How do I get my logo and other information in the ad?** Someone from our production team will contact you via email to get all pertinent information.
- **Is there HST on these ads?** Yes. Please multiply the ad price times 1.13 to get the total.
- **What happens if I buy a large ad for \$800?** We will do a photo shoot at your location. This shot will be featured in the month of the calendar along with your ad.



Use the bottom portion of this page for receipt purposes.

Date \_\_\_\_\_ Advertiser Name \_\_\_\_\_

Ad price \_\_\_\_\_

HST (\*.13) \_\_\_\_\_

Payment total \_\_\_\_\_

Athlete Name _____
Athlete Signature _____
<b>Ultimate Canadian Cheer and Dance</b>