

MPC Softball Media Guide Ad Campaign 2009-2010

Dear Business Owner,

As we prepare the 2010 MPC Softball Media Guide, we want to present your business with an advertising opportunity. Our Media Guide will be packed with information including current pictures of the team, highlights and history of the women’s fast pitch softball program at MPC, player profiles as well as this year’s schedule and outlook for the 2010 season.

We will be distributing this well designed media guide on quality coated paper **FREE** to all advertisers and fans that attend our home games. Additionally, all departments on campus will receive a copy as will all high school softball coaches in the area. Each prospective student-athlete of the MPC Women’s Softball Team will also receive a copy to share with family and friends included as part of our recruiting packet. We will also be sending our media guide to four-year universities as part of our on-going efforts to send our women softball student-athletes to the next level of play.

This is a very important fundraising initiative for the MPC Women’s Softball program due to the limitation in funding by the State of California. Each year, we must raise money to keep this program at the highest level of competition. This is where your company can help!

We are asking that you invest in an advertising space in our upcoming 2009 MPC Softball Media Guide.

Ad space pricing is:

Online Booster Ad ----- \$20.00	Inside Front Cover ----- \$250.00
Business Card Ad ----- \$ 50.00	Inside Back Cover ----- \$250.00
¼ page Ad ----- \$ 100.00	Centerfold Page (Front) ----- \$200.00
½ page Ad ----- \$ 150.00	Centerfold Page (Back) ----- \$200.00
Full Page ----- \$ 200.00	Back Cover ----- \$300.00

Our deadline for Ads is November 15, 2009

All checks should be made payable to Monterey Peninsula College Softball; for those mailing checks, please send to: Monterey Peninsula College, Attn: Amy Servi – Head Softball Coach 980 Fremont, PE Division, Monterey, CA 93940.

If you have any questions, please contact us at 831-277-2831 or email us at mpcsoftball@gmail.com. Any donations to the program are greatly appreciated.

Sincerely,

The 2009-2010 MPC Women’s Softball Team