



SANTA MARGARITA EAGLES

March 3, 2009

Dear Merchant,

This letter serves to introduce a player and/or representative of the Santa Margarita Catholic High School Football team. We would like to invite you to support our football program and also promote your business by placing an advertisement in our award winning Varsity Game Day Program. These programs will be distributed at all Varsity home games and team events. Display ads in the program are available at the following rates for full season participation:

Full Page -	W - 7 ½" / H - 10".....	\$ 675
Half Page -	W - 7 ½" / H - 5".....	\$ 400
Quarter Page -	W - 3 ¾" / H - 5".....	\$ 325
Business Card -	W - 2 ½" / H - 1 ½".....	\$ 125
Supporter/ Family Names -	\$ 50

Your support will be of great assistance to our football teams (Frosh, Junior Varsity, and Varsity) and will provide excellent name recognition for your business. The 2009 campaign will be our 21st varsity season and our 11th season as a member of CIF Pac-5 Division (formerly Division 1) and part of the Trinity League, arguably the toughest collection of teams in the state.

Santa Margarita has a reputation of excellence on the football field, and under the leadership of their seventh year Head Coach, Mike Jacot, the Eagles have undertaken the roll of establishing a first class, championship football environment stressing discipline, loyalty and character.

The 2009 season promises to be very exciting. The Eagle staff is putting together a schedule that will once again challenge the team and excite the fans. This season we will have five Eagle home games at Saddleback College, often drawing crowds of over 5,000 which will give your advertisements super exposure to an upscale audience. We will also have all the home games live on the Internet, further adding immeasurable exposure to the program and its supporters. Your generous donation will greatly assist our growing and highly successful program that will put 180 plus players on the field this fall.

Although program ads provide a great amount of exposure, our corporate sponsor package takes your profile up to a whole different level. Not only do you receive an elite position full page ad in our Program, but you also receive premier promotional stadium banners, electronic scoreboard signage at all our home games, as well as TV and Internet exposure. Often times we are selected as Game of the Week" by Cox and or Fox Sports and Eagles football delivers the added exposure bonus with the weekly internet coverage of all our games. If you are interested in being a larger supporter, through our Corporate Sponsorship program, please contact Mike Gardner, Director of Corporate Sponsors, at 949-481-6212 or via e-mail at mgardneralt@yahoo.com and he will gladly handle your needs.

My sincere thanks for your support. I hope you will have an opportunity to come and see a few of our electrifying games during the season....don't miss out! EAGLE FOOTBALL IS EXCITING!

Mike Jacot
Head Football Coach
Santa Margarita Catholic High School

22062 ANTONIO PARKWAY, RANCHO SANTA MARGARITA, CA 92688
PH: 949-766-6000, EXT. 1130, FAX: 949-459-0859



2009 VARSITY GAME DAY PROGRAM ADVERTISEMENT

BUSINESS NAME: _____

CONTACT PERSON: _____ TITLE: _____

ADDRESS: _____

PHONE #: _____ FAX #: _____

E-MAIL ADDRESS: _____

AD RATES AND ARTWORK SIZES FOR THE 2009 SEASON

FULL PAGE AD (W – 7 ½" / H – 10") \$675 _____

HALF PAGE AD (W – 7 ½" / H – 5") \$400 _____

QUARTER PAGE AD (W – 3 ¾" / H – 5") \$325 _____

BUSINESS CARD AD (W – 2 ½" / H – 1 ½") \$125 _____

SUPPORTER/FAMILY NAME LISTING \$ 50 _____

(No Artwork – Name will be listed under our team supporter section)

PLAYER SELLING AD: _____ TEAM: VAR JV FROSH

***** PLEASE MAKE CHECKS PAYABLE TO "SMCHS FOOTBALL" *****

ALL ARTWORK BE SUBMITTED AS IS IN BLACK & WHITE VIA

- PAPER COPY - INK JET OR LASER ONLY
- or -
- DIGITALLY – SEE ATTACHED SPECIFICATIONS

ALL ADS SUBJECT TO APPROVAL BY HEAD COACH.

*ALL MODIFICATIONS TO ARTWORK ARE TO BE DONE
BY THE PROPRIETOR PRIOR TO SUBMISSION.*

ANY QUESTIONS, CONTACT THE FOOTBALL OFFICE, 949-766-6000, EXT. 1130
OR VIA E-MAIL TO aldridgea@smhs.org.

This form, payment and artwork must be submitted together by 5/29/2009 to the following:

SMCHS Football Office
22062 Antonio Parkway
Rancho Santa Margarita, CA 92688

Your support is greatly appreciated!



SANTA MARGARITA FOOTBALL PROGRAM

DIGITAL SPECIFICATIONS FOR ADS

- All ads should be submitted the actual size that you purchased for the program as follows:

FULL PAGE AD (W – 7 ½“/ H – 10”)

HALF PAGE AD (W – 7 ½“/ H – 5”)

QUARTER PAGE AD (W – 3 ¾“/ H – 5”)

BUSINESS CARD AD (W – 2 ½“/ H – 1 ½”)

- All ads should be submitted in either high resolution PDF, Photoshop TIFF files at 300 D.P.I., Illustrator files or In-Design for MacIntosh.
- Files will be accepted on disk but would prefer they be e-mailed to:
aldridgea@smhs.org
- Files via e-mail: Do not send files larger than 8 MG via e-mail. To send files via e-mails if larger than 8 MG, stuff the files if you are using a Mac or zip the files if you are using a PC.
- Please submit files in black and white or gray scale.