



2009-10 Twin City Tournament Series Program Ad Sales Guidelines

- The tournament program will be distributed at all Twin City Tournament Series Events.
- Families have an opportunity to sell ads for the program. The proceeds can be used to offset a substantial portion of the player's TCYSA Player and/or individual team fees.
- There is a limited amount of premium ad space (center, inside cover, back cover, etc.) and color ad space available. Premium Ads sold in 2008-09 have first option to retain space. Color Ad Space is available on a first-come, first-served basis.
- The 2009-10 Ad Sales can begin immediately but no ads will be accepted until 6/10/09, after team selections have been finalized. For information on sizes and prices, [click here](#). All ads must be received by 7/15/09 and all ad fees must be collected by 7/30/09 to be included in the program. Families have "first-right" to re-sell ads to their previous customer(s), so please do not solicit sales from the businesses or individuals included on the [2008-09 Ad Sales List](#) before 6/15/09; any violation of this policy will result in the ad credit being given to the 2008-09 seller.
- Once an ad is sold, please fill out an [Ad Sales Receipt](#). Provide one copy to your customer and send one copy, along with your ad, to adsales@twincitysoccer.com.
- All ads **must** be submitted electronically to adsales@twincitysoccer.com in a .pdf or .jpg format by the deadline indicated above to be included. **No Exceptions!**
- Some businesses require an invoice so payment can come from the "home" office. To obtain an invoice, contact Pete or Lisa Blutreich for assistance at adsales@twincitysoccer.com
- Ad Sales will be credited to the player's account (subject to per-player limits, below) as follows:
 - For Academy and Challenge, ad-sales credit will be applied to the player's TCYSA Player Fees to offset 2009-10 payments.
 - For Classic, ad-sales credit will be applied to the player's TCYSA Player Fees to offset future 2009-10 payments. Any proceeds in excess of TCYSA's Player fees -- up to the maximum credit -- will be distributed to the team's treasurer to offset

team-specific fees.

- All ad-sales credits will be applied to player accounts and sent to teams before the 8/15/09 installment payment is due. All player-acceptance fees must be paid **before** ad sales credits can be applied.
- There is an Ad Sales Maximum Credit for each player based on which division he or she plays in (see table below). The Maximum Credit represents 80% of TCYSA Players Fees + average individual team fees.

Per Player Ad Sales Maximum Credits				
Division	TCYSA Player Fees	Individual Team Fees	Total Fees	Total Maximum Credit
		Average		Up to
Academy	\$685	n/a	\$685	\$548
Challenge - 1 Season	\$225	n/a	\$225	\$180
Challenge - 2 Seasons	\$340	n/a	\$340	\$272
Classic - 1 Season	White: \$975 Other: \$825	White: \$400 Other: \$250	White: \$1,375 Other: \$1,075	White: \$1,180 Other: \$910
Classic - 2 Seasons U11-U12 U13-U14	All: \$1,175 White: \$1,250 Other: \$1,050	All: \$425 White: \$400 Other: \$350	All: \$1,600 White: \$1,650 Other: \$1,400	All: \$1,365 White: \$1,400 Other: \$1,190

- Families with more than one player must designate how much credit each player will receive. If no designation is included, the amount will be applied to players in descending order of age.
- Ad Sales are non-refundable for any reason; thus, families may not cash out fees. Any sales in excess of the Total Maximum Credit per player will be applied toward the club's financial-aid program.

TCYSA will not provide tax guidance on deductibility of ad purchases for businesses or individuals.