

BLUELINE

Blueline Coordinator Duties:

1. In alphabetical order assign each player 3 Blueline forms. Place in envelope and distribute to the parents. Please do this ASAP to allow your players and parents to make the most of the available time.
2. Add player's names and the Blueline order form numbers that the players were assigned to the **Blueline Ad details workbook**. Once complete forward the spreadsheet to Royals Blueline Coordinator (Sandra Young). We will both complete the spreadsheet during the fundraiser which will allow us to have checks and balances to ensure accuracy.
3. Once ads/forms start to be submitted enter all the details on the Ad Details spreadsheet then forward the form, payment, and ad (unless ad was electronically filed directly to Oil City Press) promptly to Royals Blueline Coordinator. Please try and submit ads as soon as they are complete. It is extremely helpful to deal with these ads well before the Nov 1st deadline.
4. When submitting forms to the Royals Blueline Coordinator follow the directions on the bottom of the form as to who receives what color copy. Give the Royals Blueline Coordinator the white and canary copies along with the payment and ad, if ad is a paper copy. The Coordinator will then submit these completed ads and forms to Oil City Press.
5. Each team will receive extra Blueline Order forms. Please keep track of them and return unused forms to the Royals Blueline Coordinator after the deadline has passed. Remind your team that these forms are not to be lost. (\$100 will be charged for lost forms)
6. We do accept Visa/MasterCard payments. Cheques payable to Blueline Magazine.
7. The Blueline fundraiser is the only fundraiser allowed until the deadline of Nov 1st.
8. All players must raise at least **\$900**. If they can not sell ads totalling this amount then a cheque must be submitted (payable to Blueline Magazine) for any remaining balance. Each team coordinator will collect those cheques. Fill out an order form and write Blueline Minimum Payment on the form.
9. Please remember to encourage your players and families. Email reminders of upcoming deadlines or running totals can be good inspiration to motivate families to acquire ads and complete their Blueline forms.
10. The Blueline magazine is available for viewing on the Royals website. A generic Sponsor

letter is also available on the website.

11. Remember to submit photos of your team's adventures as they will be possibly added in the Blueline as filler photos. Keep in mind the Nov 1st deadline.

12. Remind parents it is their responsibility to ensure all forms are fully completed and to provide "customer service" to their advertisers. Ensure that order forms along with the ad is sent to Oil City Press.

CALGARY ROYALS ATHLETIC ASSOCIATION Blueline Magazine Information Package

Photo Night

1. All player profile forms should be completed online by picture night. The link will be sent to the teams.
2. Please ensure that your team is aware of the photo night schedule and everybody is dressed and ready 10 minutes prior to their scheduled time.
3. There will not be an opportunity for a reshoot. Any players absent will unfortunately not have a photo in the Blueline unless another head shot can be submitted by the player/parents.

Blueline Magazine Distribution:

1. The Blueline is typically ready for distribution around the middle of December.
2. Each player, coach, team manager and trainer will receive a Blueline Magazine.
3. Each advertiser who purchases a business card or larger ad will receive a Blueline magazine. Give each family their required number of books and they will distribute to their advertisers.
4. Each team Blueline coordinator will receive their copies in marked boxes in the Zamboni room at Stu Peppard arena. Prompt removal of your boxes is expected by the rink staff.

Incentives:

1. Refer to the Blueline Handout for the details of these bonuses.
2. Remember the early bird bonus deadline. Make sure you hand in all completed forms by then, so they are eligible for that bonus.
3. Once the individual bonus winners have been determined you will be responsible to deliver the items to any of your team's winners.

Royals Blueline Contact Information: Blueline Coordinator – royalsblueline@gmail.com