



# BLUELINE

## CALGARY ROYALS ATHLETIC ASSOCIATION

### BlueLine Magazine 2019 Information Package

#### Introduction:

Each year the Calgary Royals Athletic Association publishes a yearbook called the BlueLine Magazine. It acts as a keepsake yearbook for the players, coaches and managers. It also is a major fundraiser for both the Association and the Teams. Each player must sell a share of the advertising to ensure the continued success of the BlueLine. The BlueLine will be available for distribution in mid-December. Each year we distribute approximately 1000 BlueLine Magazines around the city of Calgary through players and sponsors.

#### Magazine Content:

The BlueLine Magazine will contain items such as:

- Team photos
- Individual player photos and player profiles
- Editorial content, articles and hockey material

#### Player Commitment:

- **All players must raise minimum \$900 in Blueline sponsorship.** This \$900 per player in advertising revenue will be allocated to the Calgary Royals Athletic Association to offset operating costs.
- Any sponsorship money **raised over and above** the mandatory minimum \$900 (less the GST) will applied to their current year fees to a maximum of \$2000 full credit allowable.
- If a player still has Blueline sponsorship money raised over the mandatory \$900 and additional \$2000, then 75% percentage of that additional amount (less the GST) will be received back as a credit also towards their fees. Then the remaining blueline unapplied with go to the Blueline Financial Aid/Scholarship.

#### Potential Advertisers:

There is an unlimited list of potential advertisers. Some suggestions include:

Convenience Stores  
Department Stores  
Fast Food Outlets  
Hairstylists/Barbers  
Drug Stores  
Sporting Goods Stores  
Construction Firms  
Grocery Stores

Pro Shops  
Business Associates  
Car Dealerships  
Soft Drink Companies  
Friends/ Family  
Retail Stores  
Service Stations  
Appliance Stores

Financial Institutions  
Restaurants  
Government Agencies  
Service Industries  
Skate Sharpening Outlets  
Oil Companies



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#### **No Call List:**

The Calgary Royals Athletic Association has the advertising rights to a select list of potential advertisers. Please do not call on these companies/individuals. The Grandfathering Rule will not apply to these companies. No Call list is as follows:

Universal Bus Lines	WORLD PRO GOAL	Global Sports Academy Group
Gaidhar and Associates	RM Apparel	Benson Concussion Institute
Tuxedo Source for Sports	Peak Power	Mindful Athletics
Mahikan Medical Services	Play it Again Sports	
Oil City Press	Group23 Sports Medicine	

#### **Submitting Ad Copy:**

Accepted ad copy formats are outlined on the BlueLine order form. We cannot accept incomplete forms. Please be accurate when filling out the form. Advertisers should submit clean, crisp material for their ads. Staple marks, folds and dirt will show when printed. The printing company is not responsible for designing ad copy. The ad can be submitted in a paper form (i.e.: business card) or digitally submitted to the printing company. For digital/e-mail submissions follow the directions on the BlueLine order form.

All completed forms, ad copy and payment should be given to your team's BlueLine Coordinator including forms and ads which have been emailed to the printer.

Each numbered BlueLine Order Form has 4 copies. Follow directions on the form for distributing the copies. Please press firmly when filling them out. Each form is assigned to a specific player. Do not share your forms with others. Each team coordinator will have extra copies if you need more forms. Return all unused forms to your team coordinator.

**Lost forms will be assessed a \$100 fee.**

#### **Ad Submission Deadline:**

The deadline for submitting your ads to the printing company is **NOVEMBER 1, 2019**.

Early ad submissions are highly recommended and extremely helpful for the volunteers of the BlueLine. Start early and please submit ads and payment to your team BlueLine Coordinator as soon as they are complete.

The BlueLine Magazine will be the only team fundraiser that teams will be allowed to participate in until November 1, 2019.



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#### **Bonus Incentives:**

- **Early bird Bonus:** The two teams who bring in the highest gross sales total with full payment by **October 25, 2019** will each receive a \$1000 team bonus. In the event of a tie prize monies will be split evenly.
  
- **Team Bonus:** The two teams (not including the Early bird Bonus winner) who bring in the highest gross sales will each receive a \$1000 team bonus. In the event of a tie prize monies will be split evenly.
  
- **Individual Bonuses:**
  - The player with the highest gross sales will receive a \$500 Visa card. The bonus is based on a per player sales total, not applicable when combining 2 or more players from one family. In the event of a tie, the bonus will be split evenly between the winning players.
  - The player with the 2nd highest gross sales total will receive a \$300 Visa Card. The bonus is based on a per player sales total, not applicable when combining 2 or more players in one family. In the event of a tie, the bonus will be split evenly amongst the winning players.
  - The player with the 3rd highest gross sales will receive a \$200 Visa Card. The bonus is based on a per player sales total, not applicable when combining 2 or more players from one family. In the event of a tie, the bonus will be split evenly between the winning players.
  - The players with the next 10 highest gross sales will receive a \$100 Source For Sports gift certificate. The bonus is based on a per player sales total, not applicable when combining 2 or more players in one family.

#### **BlueLine Contact Information:**

Email: [royalsblueline@gmail.com](mailto:royalsblueline@gmail.com)



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#### **Back Cover and Front and Back Inside Cover Lottery:**

Advertisers are invited to enter a lottery for the front and back inside covers. In the past, we have had lots of interest in those pages.

In an effort to establish a fair opportunity for all interested parties we will conduct a lottery drawing for those pages on Oct 17, 2019. No cost to enter but the winners must be willing to purchase:

- a full color page ad for the cost of \$2,232.50 for an inside cover; or
- or \$2,647.50 for the back cover;

Fill out the form below and submit to your team's BlueLine Coordinator or The Calgary Royals BlueLine Coordinator (Sandra Young) by Oct. 17, 2019. Email to [royalsblueline@gmail.com](mailto:royalsblueline@gmail.com).

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#### **BlueLine Lottery Form:**

Name of Advertiser: \_\_\_\_\_

Advertiser Phone #: \_\_\_\_\_

Advertiser email: \_\_\_\_\_

Royals Player Name: \_\_\_\_\_

Team and Player Phone # \_\_\_\_\_



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#### **BlueLine Grandfather Clause:**

The Calgary Royals Athletic Association acknowledges that prior year claim does exist for current Calgary Royals players who have previously successfully enlisted an advertiser.

If a parent or player completes the sale of an ad which had in the past been held by a current Calgary Royals player for the prior edition of the BlueLine magazine, then the initial parent or player retains rights to an equal revenue value from the ad.

Players/parents with prior year claim to an ad are guaranteed at least the same level of ad income as earned from the previous year provided they demonstrate proof of an effort to re-sign the advertiser for the current BlueLine edition and the value of the current year's ad is equal or higher to last year's ad.

The primary intent of the Grandfather clause is to prevent disputes amongst current Royals players and parents and potential advertisers. **Practicing a professional behavior to our advertisers is essential to our continued success.**

First responsibility for resolving disputes should be attempted by each of the individual Royals members. The advertiser should not be a part of this mediation. In the event that there is no resolution, the BlueLine Coordinator will make a final decision, with equal revenue sharing being a preferred solution.

#### **Advertisement Rates:**

All prices include GST. All cheques must be made out to Calgary Royals Athletic Assoc. (memo line to indicate BlueLine Magazine)

<b>Outside Back Cover (Lottery)</b>	<b>\$ 2,647.50</b>
<b>Inside Front Cover (Lottery)</b>	<b>\$ 2,332.50</b>
<b>Inside Back Cover (Lottery)</b>	<b>\$ 2,332.50</b>
<b>Full Page - Color</b>	<b>\$ 2,017.50</b>
<b>1/2 page - Color</b>	<b>\$ 1,021.25</b>
<b>Full Page - Black and White</b>	<b>\$ 900.00</b>
<b>1/2 page - Black and White</b>	<b>\$ 460.00</b>
<b>1/4 page - Black and White</b>	<b>\$ 261.00</b>
<b>1/10 page - Business Card</b>	<b>\$ 156.25</b>
<b>Sponsors Listing</b>	<b>\$ 130.50</b>
<b>Specific Page Location Request</b>	<b>\$ 115.00</b>