



BLUELINE

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CALGARY ROYALS ATHLETIC ASSOCIATION BlueLine Magazine 2023-2024 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 at the year-end banquet. Each year we distribute approximately 800-1000 BlueLine Magazines around the city of Calgary through players and sponsors. (Sponsors must indicate on the form they would like to receive a book & all players and coaching staff will also receive a book)

Magazine Content:

The BlueLine Magazine will contain items such as:

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



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Player Commitment:

- **All players must raise their minimum in BlueLine sponsorship.**
 - The U13 Players minimum BlueLine amount is **\$460**.
 - The U15, U16 & U18 minimum BlueLine amount is **\$900**.
 - This amount 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 (less the GST) will applied to their current year fees to a maximum of \$2000 full credit allowable: and
- If a player still has BlueLine sponsorship money raised over the mandatory amount and additional \$2000, then 75% percentage of that remaining amount (less the GST) will be received back as a credit also towards their fees. Then any remaining BlueLine unapplied will go to the BlueLine Financial Aid/Scholarship.

** Credits can only be reimbursed back to the maximum of your CRAA fees for the current year. (No carry forwards) and will be distributed at the End of February 2024 via Cheque from the Calgary Royals.



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Potential Advertisers:

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

Convenience Stores
Hairstylists/Barbers
Construction Firms
Business Associates
Friends/ Family
Service Stations
Financial Institutions
Service Industries
Oil Companies

Department Stores
Drug Stores
Grocery Stores
Car Dealerships
Retail Stores
Appliance Stores
Restaurants
Skate Sharpening Outlets

Fast Food Outlets
Sporting Goods Stores
Pro Shops
Soft Drink Companies
Government Agencies

** Breweries and Cannabis companies accepted but no picture of alcohol or cannabis product allowed in Ad

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
RM Apparel
KHAOS Athlete Development Inc
Southwest Hockey Assoc.

Tuxedo Source for Sports
Benson Concussion Institute
Crash Conditioning
Glenmore Landing Vision Centre

Mahikan Medical Services
I Got Mind
Pinnacle Hockey Development
ReVisionz

Oil City Press
Vergie Speed
Play it Again Sports



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BlueLine Grandfather Clause:

The Calgary Royals Athletic Association acknowledges that a 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 season 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. If, in the event that there is no resolution, the BlueLine Coordinator will make a final decision, with equal revenue sharing being a preferred solution.



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Submitting Ad Copy: (also see BlueLine process for Parents which will be emailed out)

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 **January 15, 2024.**

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.



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Bonus Incentives:

- **Early bird Bonus:** The two teams who bring in the highest gross sales total with full payment by December 15, 2023, will each receive a \$500 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 on January 15th will each receive a \$500 team bonus. In the event of a tie, prize monies will be split evenly.

Back Cover and Front and Back Inside Covers 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 December 5, 2023.

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;

Please submit your interest in the lottery to your team's BlueLine Coordinator or The Calgary Royals BlueLine Coordinator (Sandra Young) by December 15, 2023. Include the Name of Advertiser, Advertiser Phone number, Advertiser email, Royals Player Name, Team and Player Phone number. Email to royalsblueline@gmail.com.



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Advertisement Rates:

All prices include GST.

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

Payment Options:

- E-TRANSFER - craa.blueline@gmail.com Message: Include Order form # and Advertiser Name
- CHEQUE - Payable to Calgary Royals Athletic Association Memo : Blueline Yearbook
- VISA/MC/AMEX - invoiced to the sponsor via Square system and processed by CRAA

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Calgary Royals Photo Night TBA (in October) Stu Peppard Arena 4:00 – 8:00 pm

Photo Shoot Schedule

4:00	pm	-	4:20	pm	
4:20	pm	-	4:40	pm	
4:40	pm	-	5:00	pm	
5:00	pm	-	5:20	pm	
5:20	pm	-	5:40	pm	
5:40	pm	-	6:00	pm	
6:00	pm	-	6:20	pm	
6:20	pm	-	6:40	pm	
6:40	pm	-	7:00	pm	
7:00	pm	-	7:20	pm	
7:20	pm	-	7:40	pm	
7:40	pm	-	8:00	pm	

Photo Session Procedure:

- Each team is scheduled for 20 minutes. We have a very tight schedule. Please be ready 10 minutes before your scheduled time.
- Each player will have 2 photos taken plus the team photo. (Head shot and hockey profile pose-) Hockey profile pose will be only this one choice – no exceptions!
- Wear full gear except neck protector and helmet. Blue uniforms will be used so remember your Blue team socks.
- No pucks on the ice.

Head shot



Hockey profile pose

