



BLUELINE



CALGARY ROYALS ATHLETIC ASSOCIATION

BlueLine Magazine 2023-2024 Information Package

Team BlueLine Coordinator Duties:

1. In alphabetical order assign each player BlueLine forms to start off with. (U13- 2 forms & U15 to U18 – 3 forms) Place the forms along with an information handout in an envelope provided and distribute to the parents. Please do this ASAP to allow your players and parents to make the most of the available time.
2. You will be sent an excel workbook via Google Docs Please enter the BlueLine order form numbers that you have assigned to the players into the **BlueLine Ad details workbook**.
3. Each team will receive a few extra BlueLine Order forms. If you need more, please contact me, or please reassign any unused returned forms from your players. Please keep track of these and return unused forms to the Royals BlueLine Coordinator after the final deadline January 15, 2024 has passed. Remind your team that these forms are not to be lost. (\$100 will be charged for lost forms)
4. Once ads/forms start to be submitted to you, enter all the details on the Ad Details spreadsheet then forward the forms, payment, and ad (unless ad was electronically sent 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 January 15, 2024 deadline.
5. 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 Royals Coordinator will then submit these completed ads and forms to Oil City Press.
6. We do accept:
 - Visa/MasterCard/Amex payments. (email address is only needed and then Royals will invoice the sponsor)
 - Cheques payable to Calgary Royals Athletic Association and memo line to indicate BlueLine Magazine.
 - Etransfer to craa.blueline@gmail.com (need to indicate form # and Advertiser name in transfer details)
7. Please remember to keep encouraging 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.
8. The BlueLine magazine is available for viewing on the Royals website. A generic Sponsor letter is also available on the website.

Royals BlueLine Contact Information:

BlueLine Coordinator – royalsblueline@gmail.com Sandra Young – 403-270-7226 Home 403-861-4907 Cell



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9. All U15, U16 and U18 players must raise the minimum of \$900. All U13 players must raise the minimum of \$460.

If they can not sell ads totalling their minimum amount, then a cheque must be submitted (payable to Calgary Royals Athletic Association) for any remaining balance. Each team coordinator will collect those cheques. Fill out an order form and write BlueLine Minimum Payment on the form.

10. 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 January 15, 2024 deadline.
11. 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.

BlueLine Magazine Distribution Information: May 2024

1. The BlueLine will be ready for distribution approx. for the end of the year banquet.
2. Each player, coach, team manager and trainer will receive a BlueLine Magazine.
3. Each advertiser who indicates on the form they want a book, 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 at the banquet to hand out to their team.

Bonus Incentives:

1. Refer to the BlueLine Handout for the details of these bonuses.
2. Remember the December 15, 2023 early bird bonus deadline. Make sure you hand in all completed forms with payments by then, so they are eligible for that bonus.

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