



WALTON TOUCHDOWN CLUB



2025 WALTON FOOTBALL PROGRAM/BANNER AD SALES

Sponsored by the Walton Touchdown Club

Football Players & Parents:

Our advertising sales initiative is the **largest, most impactful fundraiser conducted each year** to support the Walton Raider Football Program. It drives much-needed revenue, creates community connections, and offers an opportunity for players to earn back a portion of their registration fee. It is important for **ALL PLAYERS** to participate in this initiative.

The following information outlines the key aspects of the ad sales initiative and resources to support sales. Please look over all the information carefully and note all the important dates and deadlines. Should you have any questions, please contact your class Ad Sales Rep or Ad Sales Chair at: WaltonADSProgram@gmail.com. Ad forms and resources can be found on our website: www.WaltonFootball.com.

- **MANDATORY AD SALES** – Every football player is required to sell ads (program ad or banner) totaling **\$650**. Player ad sales will be monitored and enforced by the coaches. *Note: only ONE player name may be submitted per ad.*
- **AD SALES INCENTIVE** – Each player has the opportunity to earn a refund of a portion of the Player Registration Fee. Refunds will be distributed based on a tiered schedule:
 - \$1,500 of earned ad sales = \$300 refund
 - \$2,000 of earned ad sales = \$900/\$950 refund (based on your respective registration fee)
- **PROTECTED AD PERIOD** – April 16th thru May 2nd – If a player sold an ad last year, that business is protected for that player to resell/renew the ad until **May 2nd**. If you sell a current player's ad from last year (during the protected ad period), the original seller will get credit for the ad. A list of protected ads is provided in your red folder. Sponsors are also protected; sponsor list can be found on our website: www.WaltonFootball.com. It is **YOUR** responsibility to renew the ad. Any protected ads that remain unsold after May 2nd will be made available for any player to sell.
- **PROGRAM AD SALES SUBMISSION** – The **final deadline** to turn in ads is **JUNE 27th**. To receive credit for an ad, you must turn in a "COMPLETE AD," which includes:
 1. **Completed & signed original ad contract** (be sure the advertiser keeps a copy).
 2. **Payment** – you must turn in payment with the contract unless the advertiser prefers to mail it directly to the Walton Touchdown Club. If the advertiser wishes to pay by credit card, they must check the box on the Advertising Contract, they will receive an invoice via email.
 3. **Art file for ad/banner** – turn in business card, camera-ready art, or ad copy with the contract and payment **OR** the advertiser can email the ad art to WaltonADSProgram@gmail.com. Please provide your advertiser with a copy of the "Ad/Banner Artwork Guidelines" if they have questions about creating their ad. **It is your responsibility to follow up and confirm that the ad art has been sent.**



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4. Turn in your “COMPLETE ADS” To your Ad Sales Class Representative/Parent by the deadline date(s) noted above. Do not submit ads to coaches or any other dropbox or location.

- **SENIOR PLAYER & CHEERLEADER TRIBUTE ADS** – A Senior Tribute Ad is treated like a program ad. It requires a signed & completed contract, payment, and ad art for submission by the deadline. Any questions, email hlisathorner@hotmail.com or 415-531-2269. Prices for full-page color senior tribute ads are:

- Free to Walton Touchdown Club (WTC) and Champions Club Members with a Senior (1 per Senior Player)
- \$300 for non-WTC members.

If you have any questions, please contact your class ad sales representative:

2026 Wendy Ladner, wsladner@comcast.net 339-368-0950

2027 Mary-Kate Blalock, mkbblalock@gmail.com 703-203-1632

2028 Jen Seifer, Jen.Seifer@gmail.com, 781-864-3807

2029 Lisa Collins, lisacollins@atlantafinehomes.com 678-522-2304

NOTE: Ad forms and resources can be found on our website: www.WaltonFootball.com.

KEY AD DATES TO REMEMBER

- May 2nd – End of protected ad sales period
- June 27th – All ad contracts, payment, and artwork due to your class Ad Sales Rep or emailed to WaltonADSPprogram@gmail.com.

PROPOSED PLAYER SCRIPT

“Hi there! I play football for Walton High school...the past few seasons we’ve made it to the State Championship and the Final 4. As you can imagine, our program requires a lot of support from the community. One of the things we are doing to raise money is asking for sponsorships ranging from \$150 to \$1,000. Your business will be included in our professionally printed program; highlighted on all social media platforms and linked on our website. You also have the option of a banner which will hang on the fence in Raider Valley seen by hundreds of people. Funds raised will help Walton Football with uniforms, equipment, and coaching needs. Can I count on you to sponsor us today??”

REMEMBER, OUR EFFORTS HELP SUPPORT THE MISSION OF WALTON FOOTBALL...

To create the best high school football experience possible!

AND THE MISSION FOR OUR PLAYERS...

To cultivate young men of character with a drive to work and succeed in any environment!

THANK YOU!