



WALTON TOUCHDOWN CLUB



2026 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 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.

- **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 the Player Registration Fee.
 - \$2,000 of earned ad sales = \$1000 refund
- **PROTECTED AD PERIOD** – **April 14th thru May 1st** – If a player sold an ad last year, that business is protected for that player to resell/renew the ad until **May 1st**. 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 1st will be made available for any player to sell.
- **PROGRAM AD SALES SUBMISSION** – The **final deadline** to turn in ads is **JUNE 26th**. 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 (pdf, jpeg, etc.), 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 hlisthorner@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:

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

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

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

2030 Ashley Robb, ashleyrobb@gmail.com 404-643-3046

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

KEY AD DATES TO REMEMBER

- May 1st – End of protected ad sales period
- June 26th – All ad contracts, payment, and artwork due to your class Ad Sales Rep or emailed to WaltonADSProgram@gmail.com.

PROPOSED PLAYER SCRIPT

Hi, my name is _____, and I play football at Walton High School. Over the past few seasons, our team has made it to the playoffs — an achievement that takes a lot of hard work from players and coaches, along with strong support from our community.

We have several great opportunities for local businesses to support our program while getting your brand in front of thousands of enthusiastic fans. Can we count on your support? I'd love to share the sponsorship options with you.

If they say no, say “Thank You”

If they say yes, say, “Thank You” and pull out the sponsorship form

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!