



# Pitch for the Cure®

2011 Ad & Footnote Form

June 10-12, 2011

www.pitchfortheCure.org



Pitch for the Cure is a girls' fastpitch softball tournament that raises funds for Chicks Charities but also has additional global ambitions attached to it. We connect regional youth to fight against breast cancer and empower girls to be active for change in their communities. The 6th Annual Pitch for the Cure is presented by Northwest Arkansas Fastpitch Softball Association dba Springdale Chicks, in special partnership with Susan G. Komen for the Cure Ozark Affiliate.

Pitch 2011 will host 205 youth fastpitch teams with an expectation of over 8,500 people present each day of this special event. Placing your ad in our event book will give your organization positive visibility, help us underwrite the cost of the event and assist us in reaching our donation goal to fight breast cancer for this year. In the five years since the start of the event, we've raised \$100,000 for Komen! You can help with any size ad or donation and make this 6<sup>th</sup> annual event spectacular!

The event book will be created in a manner that will encourage attendees to keep it and refer to it throughout the following year. This makes the Pitch for the Cure 2011 program the PERFECT place to advertise your company and get long-term exposure at a small price! PLUS after the event, the 2011 program will be placed online for extra advertising exposure! The inside of the program will be printed in black & white and the page sizes will be 8.5" w x 11" h. (1/4 page ads or larger from local restaurants and convenience/grocery stores will also include placement on our locator maps. One location placement per 1/4 ad, 2 per 1/2, up to 4 per full ad.) All ads that include a free item to the guests, will receive special marking. The event book will contain the following types of information:

Weekend Activities	Breast Cancer Tributes	Fastpitch Footnotes*	Food/Store Locator	Business Advertising	Team Listings & Team Ads
Maps	Sponsors	Vendors	Puzzles	Coupons	Scheduling

#	Item	Price	Size	
A	Full Page	\$125.00	8" w x 10" h	
B	Half Page	\$75.00	8" w x 5" h	
C	Quarter Page	\$50.00	4" w x 5" h	
D	Business Card	\$35.00	3 1/2" w x 2" h	
P1	Premium Inside Front Cover	\$150.00	8" w x 10" h	
P2	Premium First or Last Page	\$150.00	8" w x 10" h	All premium ads have been SOLD for 2011!
P3	Premium Inside Back Cover	\$150.00	8" w x 10" h	All premium ads have been SOLD for 2011!
P4	Premium Outside Back Cover	\$200.00	8" w x 10" h	All premium ads have been SOLD for 2011!
<i>Premium ads are first come, first served &amp; must have approval from event coordinators.</i>				
FF	Fastpitch Footnotes	\$10.00	Text only, up to 100 characters (best for family, friends, teammates, staff, etc.)*	

\*Family, friends and team members can purchase Fastpitch Footnotes space to send a message to someone on any team, attendee, coach, etc. You choose the text (for example): "To Jennie, my favorite softball girl, love Grandma" or "Best of luck to the Crush", etc. These Fastpitch Footnotes will be placed on pages between ads or on full sheets with other footnotes.

Advertising deadline is May 23, 2011. Payment, final ad and art must be received by the deadline to have placement in the program book. All ads print in black ink on white paper. Complete ads must be in .jpg, publisher file, or hard copy (black and white) for scanning.

**IMPORTANT: Payment, artwork, and final text should accompany this form.**

Advertisers must provide us one of the following:	2. Physical scan-ready artwork and text for the ad
1. Electronic artwork and text for the ad - email to: ads@pitchfortheCure.org	3. Text only - we provide decorative border or other elements

Please email ads@pitchfortheCure.org with files or any questions. The Pitch for the Cure staff reserves the right to alter ads as they deem necessary to fit page layout and for best design or refuse ads due to inappropriate content.



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If anyone (family, friends, or businesses) would like to make a donation without buying an ad, they are certainly welcome to do so. Note that NWAFFSA is a non-profit organization. All cash donations are tax deductible.

Contact Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Check one: Ad is complete & attached to this form    Ad will be emailed    Ad is text only (written on back)

Amount of donation (instead of –or- in addition to ad): \_\_\_\_\_

Payment enclosed by: Cash    Check    Money Order    Sold by: \_\_\_\_\_

√	Item	Description	Price	Size
	A	Full Page	\$125.00	8" w x 10" h
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		<i>Premium ads are first come, first served &amp; must have approval from event coordinators.</i>		
	FF	Fastpitch Footnotes	\$10.00	<i>Text only, up to 100 characters (best for family, friends, teammates, coach, etc.)*</i>

Fastpitch Footnotes (up to 100 characters w/spaces) \$10 each - a separate form is required for EACH Footnote

We'll include your player's team name: \_\_\_\_\_

Please mail the completed form, ad copy and payment to:	NWA Fastpitch Softball Association or "NWAFFSA" P O Box 7780 Springdale, AR 72766
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Top portion to be returned to Pitch for the Cure w/payment; below portion & first page to be kept by ad purchaser/donor

>>>>>>>>Cut here - - - - -BELOW IS YOUR RECEIPT - - - - - Cut here<<<<<<<<<

Name of business or individual: \_\_\_\_\_

Size and price of ad(s) purchased: \_\_\_\_\_

Amount of donation (instead of –or- in addition to an ad): \_\_\_\_\_

Sold by \_\_\_\_\_ Date \_\_\_\_\_

Your Pitch for the Cure program ad is tax deductible, as provided by law, either as a business advertising expense or as a charitable contribution. Northwest Arkansas Fastpitch Softball Association (dba Springdale Chicks) is a non-profit corporation. Our tax ID number is 68-0576555.

Please email ads@pitchfortheCure.org with files or any questions. The Pitch for the Cure staff reserves the right to alter ads as they deem necessary to fit page layout and for best design or refuse ads due to inappropriate content.