

2009 JSC/GKC High School Ad Sales Policy

Beginning with the 2008-2009 season the JDHS high school soccer program budget is separate from the general budget of the Juneau Soccer Club. Funding and budget management for high school soccer is now managed by the Goal Keepers Club (GKC) booster committee of the JSC. With that change, the ad sales fundraising program has been shifted to the GKC and is now strictly a high school fundraising activity. So, only players in the high school program are able to sell ads. Proceeds from ad sales can only be used to pay high school program costs - individual fees and team travel - and cannot be used for JSC competitive team fees or expenses.

The prime purpose of the ad sales is to help high school players fund their high school soccer participation fees. For the 2009 season, the participation fee is \$480 per player. Players will keep 85% of ad sales revenue and the GKC will retain 15% to pay for printing of program and other associated costs. Thus, to fully pay the high school fee through ad sales players would need to sell \$575 worth of ads. ($\$480 = 85\%$ of $\$575$). Ad proceeds beyond \$575 cannot be retained by the player but will go into the GKC account to pay for high school team travel costs.

As in the past, players maintain future rights only to ads they actually sold the prior season. Ad rights may be passed between siblings of high school age and retained by younger HS siblings upon graduation of an older sibling provided a player's total carryover value does not exceed the limit that particular year (\$575 in 2009).

Distribution policy

Players with carryover ads from previous years will be allowed to keep ads up to a maximum worth of \$575. Upon commencement of ad sales, players with more than \$575 in ad sales from the previous season will have a period of time to choose which ads to sell so as to ensure they have a chance to sell their quota of existing ads. Once ads are chosen, and sales made, the remaining carryover ads will be distributed to other players or used as team ads.

Excess ads and ads from last year's graduated seniors will be distributed as evenly as possible to all interested high school players who have no existing ads or ad total value less than \$575. These "pool" ads will be distributed at the field house during HS open gym, Thursday afternoon, January 22 and sales of existing ads will begin at that time. (A second distribution time may occur if there are remaining ads to distribute and players who did not attend the first distribution.) *New* businesses may be contacted beginning February 2. All HS players may sell ads to *new* businesses after February 2 without limit but cannot net more than \$480 in their personal accounts from ad sales, and should not expect to carryover more than \$575 gross ad sales to the next year.

The HS ad pool is distributed to all HS players on as equal a dollar basis as practical considering the dollar values of the ads in the pool. Players with existing ads with a dollar value less than the \$575 will be allowed to participate in ad distribution. High-payout pool ads (1/4 page or larger) will be shared by multiple players. Ads which remain unsold at the end of the sales period are dropped from the pool and become potential new ads the following season.

If you have questions, please feel free to contact Peter Ord (321-2700), Shauna Murray (463-3373), Brent Wilson (789-1958) or other members of the Goal Keepers Club.