

CAL SOUTH 2010 TOURNAMENT GUIDE

PROMOTING THE BEST YOUTH SOCCER
TOURNAMENTS IN SOUTHERN CALIFORNIA



MAILED TO **10,300** CAL SOUTH COACHES AND DISTRIBUTED
NATIONALLY AT THE FOLLOWING SHOWS: NSCAA CONVENTION,
US YOUTH SOCCER WORKSHOPS AND SOCCER NATION EXPO!

THE CAL SOUTH TOURNAMENT PROMOTION PACKAGE: **\$550**

Available **exclusively** to Cal South Sanctioned Tournaments

PACKAGE INCLUDES:

- ★ One full page color ad in the 2010 Cal South Tournament Guide
- ★ Enhanced listing with logo and link on the Sanctioned Tournaments page at CalSouth.com
- ★ Enhanced listing with logo in Cal South Soccer Magazine
- ★ Enhanced listing in the tournament spotlight e-mail

NEW LARGER PAGE SIZE AND BOOK STYLE FORMAT

**3RD ANNUAL
BARCA ACADEMY
NIKE CUP**
TEMECULA, CALIFORNIA

2009 Tournament Dates:
August 15th - 16th (All Girls Weekend)
August 29th - 31st (All Boys Weekend)

Entry Deadline:
August 14th (Girls)
August 28th (Boys)

Team Registration Fees:
U9-U10 (\$400)
U11-U19 (\$500)
Register @ www.barcacup.com

**THE FIRST ANNUAL MARCH 7th - 8th, 2009
COERVER SUPER CUP**

Entry Deadline
March 6th

Team Registration Fees:
BOYS & GIRLS
U9-U10 (\$350)
U11-U19 (\$450)

For more information
or to Register visit us @
www.usvalleycoerveracademy.com

Rachid Elbekraoui | Tournament Director
(951) 216-9983 | rachid@fcbarcelona.com



PROUDLY SHOW
THAT YOUR
TOURNAMENT HAS
RECEIVED THE CAL
SOUTH SANCTIONED
TOURNAMENT SEAL
OF APPROVAL

**San Diego
Surf Soccer Club**

*Surf Soccer Club & Soccer in the Sand
are teaming up to host the premier
Beach Soccer Event in San Diego!*

May 30th & 31st, 2009
Mariner's Point, San Diego

*Registration will fill up quickly.
Go to SoccerintheSand.com today!*

Soccer in the Sand
SoccerintheSand.com

For more information: www.soccerinthesand.com | (858) 442-9042 | christie@soccerinthesand.com

FOR MORE INFORMATION CONTACT KIM DYER AT 714.451.1540 OR KDYER@CALSOUTH.COM

THE TOURNAMENT SPOTLIGHT E-MAIL

With each Tournament Package purchase, Sanctioned Tournaments will receive an enhanced listing in the Tournament Spotlight E-mail sent to ALL Cal South coaches and managers prior to your tournament application deadline.

Tournament Spotlight E-mail includes:

- ★ Tournament name, logo and link
- ★ Age groups and costs
- ★ Application deadline
- ★ Important contact information
- ★ Ad banners available for purchase

SAMPLE E-MAIL:

TOURNAMENT SPOTLIGHT
YOUR GUIDE TO CAL SOUTH SANCTIONED TOURNAMENTS

2009 CIRCLE CITY CUP May 30-31

ARE YOU A SANCTIONED TOURNAMENT INTERESTED IN ADVERTISING HERE? CALL KIM DYER AT 714.451.1540

San Diego Surf Soccer in the Sand, May 30/31
www.soccerinthesand.com

UPCOMING TOURNAMENT DEADLINES

Host Club	Tournament	Contact
	2009 CHIVAS SIMI VALLEY INVITATIONAL CUP May 2-3 ★ Simi Valley ★ Moorpark U9-U10 \$475 ★ U11-U19 \$550 ENTRY DEADLINE: April 12	ILBERTO DE LA RIVA (805) 577-0233 GILBERTO_RIVA@SBCGLOBAL.NET
SAS Kickers	Kickers Simi Valley Spring Cup '09 May 2-3 Boys/Girls U9-U16 Entry Deadline: April 12	Ted McRae (818) 800-5212 webmaster@saskickers.com
Legends FC	Legends Classic May 16-17 Boys/Girls U9B-U17 Entry Deadline: April 24	Angela Wright (626) 852-4432 angela.wright@legendsfc.net
	SOUTHERN CALIFORNIA BEACH SOCCER CHAMPIONSHIP May 16-17 ★ Oceanside Harbor ★ Oceanside Boys/ Girls U8/U9B-U19 ★ \$425 ENTRY DEADLINE: May 1	R. MIKE CONNERLEY 760.944.7176 SCOFFICE@SURFCUP
Cerritos Regional SC	Cerritos Memorial Challenge Cup May 23-25 Boys/Girls U8/U9B-U19 Entry Deadline: April 28	Alex & Oscar Camargo (562) 404-6213 crscac@aol.com

FOR MORE INFORMATION CONTACT KIM DYER AT 714.451.1540 OR KDYER@CAL SOUTH.COM

2010 TOURNAMENT GUIDE

PROMOTING THE BEST YOUTH SOCCER TOURNAMENTS IN SOUTHERN CALIFORNIA



25,000 COPIES DISTRIBUTED NATIONALLY.....EXCELLENCE IN YOUTH SOCCER

(VIA MAIL AND AT THE FOLLOWING SHOWS: NSCAA CONVENTION, SOCCER NATION EXPO, AND US YOUTH SOCCER WORKSHOP)

TOURNAMENT PROMOTION AD PACKAGE: \$550

(AVAILABLE TO CAL SOUTH SANCTIONED TOURNAMENTS ONLY)

PACKAGE INCLUDES:

- 1 full page color Tournament Guide advertisement
- TOURNAMENT GUIDE: enhanced listing with your tournament logo* and link (only 1 listing per package)
- WEBSITE: enhanced listing with your tournament logo* and link (only 1 listing per package)
- MAGAZINE: enhanced listing with your tournament logo* and link (only 1 listing per package)
- One time option to mail to the Cal South coaches database at tournament's expense
- TOURNAMENT SPOTLIGHT E-MAIL! Includes:
 - ★ Tournament name, logo and link (only 1 listing per package)
 - ★ Tournament date and application deadline
 - ★ Age group, costs, contact information
 - ★ Your enhanced tournament listing will be included within the Spotlight E-mail according to your tournament application deadline

Additional logos may be added to tournament listings for the Tournament Guide, Website, Magazine, and Spotlight e-mail for \$250; and \$100 each for any logo thereafter.

Don't have a designer to create your ad? For just a \$50 design fee, Cal South will do it for you!

TOURNAMENT SPOTLIGHT E-MAIL BANNER ADS

Want to draw additional attention to your tournament? Purchase a customized banner ad within the Tournament Spotlight E-mail blast. Banner ads are positioned at the top of the e-mail page and are limited to two per blast. Available exclusively to Tournament Guide Package purchasers for ONLY \$250!

SAMPLE
BANNER AD:



FULL PAGE AD ARTWORK SIZES AND SPECS

NEW LARGER PAGE SIZE

PAGE SIZE: 5.25" x 8.25"

LIVE AREA: 4.75" x 7.75"

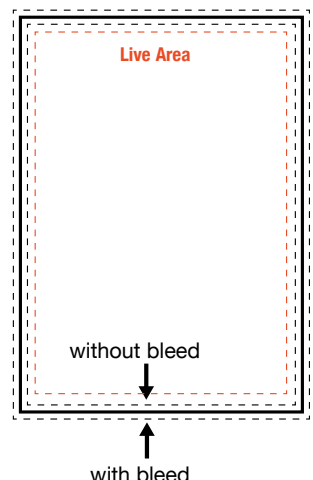
IMAGE AREA WITH BLEED: 5.5" x 8.5"

IMAGE AREA WITHOUT BLEED: 5" x 8"



* FOR PRINT ADS: Please provide a CMYK PDF X1A Print Ready file with a minimum of 300 dpi or as an EPS file. Must include or embed all images, fonts, links, etc.

* FOR WEB LOGO: Please provide an RGB JPEG or GIF (110 px X 110 px @72 dpi)



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INSERTION ORDER - TOURNAMENT GUIDE

LEAGUE NAME _____		TOURNAMENT NAME _____		
CONTACT NAME _____		TITLE _____		
ADDRESS () _____	CITY _____	STATE/PROVINCE _____	COUNTRY _____	ZIP/POSTAL CODE _____
PHONE _____	E-MAIL _____	WEBSITE _____		

ADVERTISING OPTIONS

TOURNAMENT PROMOTION AD PACKAGE \$550

_____ # of Packages (Full Page Ads)

_____ # of additional Tournament Listing logos for Website, Magazine, and E-mail Blast
(\$250 for second logo; and \$100 each for any logo thereafter)

_____ Subtotal

TOURNAMENT SPOTLIGHT BANNER AD \$250

(Available to Tournament Guide Package Purchasers only, three banner ad spaces available each issue)

CHECK DESIRED MONTH(S) (For Spotlight Banner Ad):

DECEMBER '09 FEBRUARY '10 APRIL MAY JUNE JULY SEPTEMBER NOVEMBER

TOURNAMENT GUIDE AD DESIGN \$50

_____ **TOTAL DUE**

PAYMENT / BILLING INFORMATION

If paying by check or money order, please mail Insertion Order with payment to: CAL SOUTH, ATTN: KIM DYER, 1029 S. PLACENTIA AVE., FULLERTON, CA 92831
** If paying with credit card, please fill out the following information and fax insertion order to KIM DYER at (714) 441-0715.

NAME ON CARD _____		CREDIT CARD NUMBER _____	
X _____ AUTHORIZED SIGNATURE	<input type="checkbox"/> AMERICAN EXPRESS	<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD _____ / _____ / _____ EXPIRE DATE
	<input type="checkbox"/> I authorize Cal South to charge my credit card for all charges associated with this insertion order		

TERMS AND CONDITIONS

All advertising material is subject to approval by Cal South. Cal South accepts advertising placed by advertising agencies placed on behalf of their clients. As such, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. Failure on the part of advertising agencies to pay for space ordered does not release the client company from the obligation of paying for all costs contracted on the company's behalf. Payment must be received by the date specified on the publication rate sheet. Failure to do so may cause the order to be cancelled. Cal South reserves the right to determine the suitability of all ads submitted for publication and distribution, and to reject advertising that does not meet its editorial or production criteria.

I HAVE READ, UNDERSTAND, AND AGREE TO ALL TERMS AND CONDITIONS OF THIS AUTHORIZATION FORM.

X _____
SIGNED TITLE DATE

HAVE YOU...

SUBMITTED A SANCTIONED TOURNAMENT APPLICATION SUBMITTED A HI-RES AD IN THE APPROVED FORMAT SUBMITTED BOTH WEB AND HI-RES TOURNAMENT LOGOS

SUBMISSION DEADLINE: November 11, 2009

STREET DATE: January 8, 2010