

# CAL SOUTH 2009 TOURNAMENT GUIDE

PROMOTING THE BEST YOUTH SOCCER TOURNAMENTS IN SOUTHERN CALIFORNIA

MAILED TO **10,200** 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 2009 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

**NEW** ENHANCED LISTING IN THE TOURNAMENT SPOTLIGHT E-MAIL



**TESTIMONIAL**  
"I have been playing soccer for 35 years and coaching my kids for 7. This was the best tournament that I have ever been to."  
- Coach, Gold Coast Xtreme



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

CLASS 1 TOURNAMENT  
BOYS AND GIRLS u8-u19  
UNLIMITED LOAN PLAYERS  
BRACKETS FOR ALL LEVELS  
ONLINE REGISTRATION AND PAYMENT

Roy Lopez, Tournament Director  
619-867-7935  
sandiegoopen@cox.net

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

# THE TOURNAMENT SPOTLIGHT E-MAIL

You have asked for it and we've listened!

With each Tournament Package purchase, Sanctioned Tournaments will receive an enhanced listing and will be included within 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

**FINAL CALL FOR COPA UNIVISION  
 BOYS & GIRLS U9-U18**  
 GVC [CLICK HERE](#)

**MISSION VIEJO INVITATIONAL  
 AUGUST 2-3, U9-U19**  
 CELEBRATING 30 YEARS OF FIRST-CLASS COMPETITION!

## *UPCOMING TOURNAMENT DEADLINES*

Host Club	Tournament	Contact
	<b>RANGERS SUMMER CLASSIC:</b> July 19-20 ★ Fullerton BOYS/GIRLS U9-U19 ★ \$395-\$495 <b>REGISTRATION DEADLINE: June 22</b>	<b>MIKE GRECO</b> MPGREG06@hotmail.com
Real California FC	Islands Classic July 26-27 Deadline: June 10	Tim Kelly 805.300.1028
	<b>SAN DIEGO SURF CUP XXVIII:</b> July 26-28 ★ San Diego BOYS/GIRLS U10-U15 ★ \$700-\$1050 <b>REGISTRATION DEADLINE: June 22</b>	<b>R. MIKE CONNERLEY</b> 760.944.7176 SCOFFICE@SURFCUP
	<b>XTREME CUP</b> July 26-27 ★ Huntington Beach BOYS/GIRLS U9-U19 ★ \$375-\$425 <b>REGISTRATION DEADLINE: June 30</b>	<b>RICK BAUER</b> (714) 968-4988 GOLDCOASTXTREME@YAHOO.COM

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

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**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 tournament will be included with the Spotlight E-mail according to your tournament application

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!



### FULL PAGE AD ARTWORK SIZES AND SPECS

PAGE SIZE: 5" x 7"

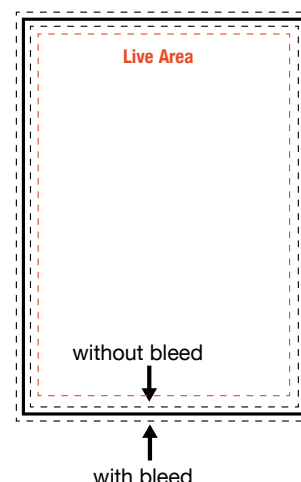
LIVE AREA: 4½" x 6½"

IMAGE AREA WITH BLEED: 5 ¼" x 7 ¼"

IMAGE AREA WITHOUT BLEED: 4 ¾" x 6 ¾"

\* 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, two banner ad spaces available per email)

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

DECEMBER '08    FEBRUARY '09    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 _____		<input type="checkbox"/> AMERICAN EXPRESS <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD	_____/_____/_____ EXPIRE DATE
AUTHORIZED SIGNATURE		<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 5, 2008 - Art And Payment**

**STREET DATE: January 5, 2009**