

# Andover Soccer Association 2010 - 2011 "Partners" Program Advertising

**Andover Soccer Association**, is a non-profit association serving Andover, MA youth soccer. In the Fall of 2009 ASA launched its new website, [www.AndoverSoccer.org](http://www.AndoverSoccer.org). In addition to greatly expanding and improving content and making the user experience more interesting and interactive, the new website allowed the Association to launch its ASA Partners Program.

ASA continues to seek appropriate business "**Partners**" who would financially support ASA's mission of providing healthy, supportive youth sports opportunities to the children of Andover. In return, ASA Partners would receive advertising space on the ASA website, a positive affiliation with a successful and highly visible Andover organization, and access to ASA's 1200+ member families.

## What is ASA and [www.AndoverSoccer.org](http://www.AndoverSoccer.org)?

- ASA is the second largest youth soccer association in Massachusetts and is run entirely by Andover parents and other volunteers.
- ASA has over **1,600** registered players, **350** coaches and referees, and **1,200** separate ASA families.
- The ASA website receives approximately **16,000 page views** and **3,500 unique visitors** per month.
- ASA fields boys and girls teams for all abilities and competition levels, from age 7 to age 18. ASA also offers various player and coach training and social programs throughout the year. ASA strives to be as inclusive as possible and to introduce the broadest range of kids (and their parents) to the benefits of soccer.
- Approximately 98% of all ASA program registrations are made through [www.AndoverSoccer.org](http://www.AndoverSoccer.org), and all crucial Association information is accessed through the site.

## What does it cost to become an ASA Partner?

ASA Partners contribute only **\$200 per year** (renewing August 15<sup>th</sup> of each year). Partners registering now through the end of our Spring 2010 season will receive Partner status for a year and a half for only \$250. **\$250 makes you an ASA Partner through August 14, 2011!**

## What do I receive as an ASA Partner?

- Rotating website advertising on the [www.AndoverSoccer.org](http://www.AndoverSoccer.org) website, linkable to the Partner's website or offer. ASA partners must provide their own .jpeg artwork at 180w x 240h pixels (approx. 2" x 3" on a standard monitor). Don't have a .jpg ad? Two local graphic designers have agreed to offer their services at a reduced flat fee of \$150 to produce web-ready artwork from your logo and business information. Total active rotating ads are capped at 50.
- Space on our website's "Partners" page to display printable coupons or other discounts offered to the ASA community. Partners may update their offers monthly.
- Announcement of your Partnership status in our weekly e-mail newsletter blast.

## How do I sign up?

Contact Don Borenstein, ASA's Fundraising Committee Chair, at [ASAFundraising@GMail.com](mailto:ASAFundraising@GMail.com).

Checks should be made payable to "Andover Soccer Association" and sent with a completed ASA Partners program form to Andover Soccer Association, P.O. Box 1014, Andover, MA 01810.

**Andover Soccer Association**  
**"Partners" Program Advertising**  
**( thru 8/14/11)**

Name of Business or Organization:	
Contact Person:	
Mailing Address:	
Telephone:	
E-mail Address:	
Website URL:	
Nature of Business or Organization:	

Please submit your "Partners" advertisement for posting on [www.AndoverSoccer.org](http://www.AndoverSoccer.org) by e-mailing a .jpeg file, formatted at 180w x 240h pixels, 72 dpi, or high-quality scanned image of similar proportions to the ASA Webmaster, Heidi Borenstein, at [HBorenstein@Hotmail.com](mailto:HBorenstein@Hotmail.com).

If you need assistance creating an ad suitable for posting, the following local designers are offering to create ASA Partners ads (suitable for most any web advertising) for a base cost of \$150. Please contact them directly to discuss your ad-

Thom Lewis, *Graphic Designer*  
978.804.3392  
[thomlewis@comcast.net](mailto:thomlewis@comcast.net)

**Tasha Festel**, *Graphic Design*  
[TSFestel@Gmail.com](mailto:TSFestel@Gmail.com)

Would you like to have a coupon or discount offer posted on the [www.AndoverSoccer.com](http://www.AndoverSoccer.com) "Partners" page? If so, please either provide a copy of the coupon (.pdf or .jpg file) or clearly describe the terms of the offer as you would like it posted in an e-mail sent to [HBorenstein@Hotmail.com](mailto:HBorenstein@Hotmail.com)

Please return this completed form with your check in the amount of \$250 (thru 8/14/11) made payable to "Andover Soccer Association" to:

**Andover Soccer Association, Partners Program**  
**P.O. Box 1014, Andover, MA 01810**

ASA reserves the right to reject any ad or Partner it finds to be incompatible with ASA, its purpose or goals.