



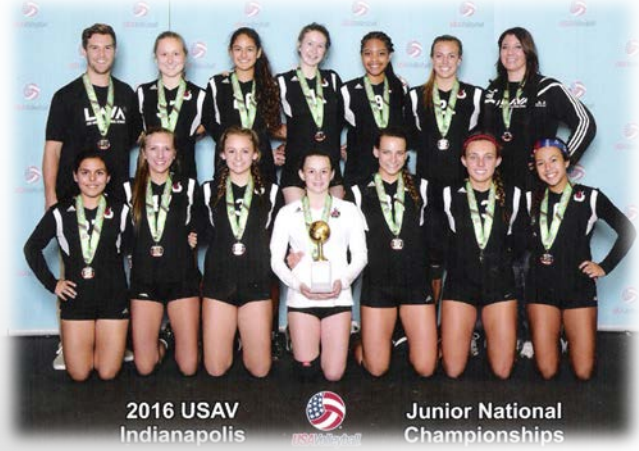
Los Angeles Volleyball Academy 2017 Media Guide



2016 USAV
Indianapolis



Junior National
Championships



2016 USAV
Indianapolis



Junior National
Championships

The Los Angeles Volleyball Academy is an affiliation of junior club volleyball organizations based in Southern California. The LAVA Media Guide is an excellent way for local businesses, savvy marketing groups, and even LAVA families and relatives to play a small part in helping the athletes of LAVA reach their goals and achieve their dreams.

We enter this new season with high hopes for the competitiveness of our whole organization. The affiliates of LAVA combine for more than 70 teams and 750 athletes, and the talent of the collective is outstanding—not to mention a LAVA coaching staff some 150 strong, featuring some of the best and brightest coaches in the region. LAVA athletes have the pride, talent, hard work ethic, determination, and passion to compete at the highest levels.

The athletes and families of LAVA ask for your help to raise funds to encourage their participation in this sport they love. The continued support of local businesses, former players and parents, and the whole of our LAVA Nation is essential to our continued success. We humbly ask for your help via the purchase of ad space in this season’s Media Guide.

Advertisements or ‘Best Wishes’ purchased for inclusion in our Media Guide are the best ways to lend your support! Local businesses are encouraged to support our program by advertising in our media guide, while parents, players, and families love to reserve space for personal notes, well wishes, good luck declarations, etc. Thank you all once again for your tremendous support!

PRINT MEDIA GUIDE

- \$75 — Business Card-BW
- \$250 — Half Page-BW
- \$850 — Inside Front Cover-Full Color (1 available)
- \$850 — Inside Back Cover-Full Color (1 available)
- \$1250 — Back Cover-Full Color (1 available)
- \$125 — Quarter Page-BW
- \$450 — Full Page-BW

ONLINE AD SPACE

Online Ad Space is available upon specific request. Price and terms are negotiable at time of request. Online Ad Space purchase requests can be made year-round.

Have Questions?

Please contact our Media Guide Coordinator **Jane Hayward** with comments or questions via cell phone at (818) 687-4867 or via email at:

jane.hayward@lavacademy.com.



WHAT DO THEY GET?

The Print Media Guide is distributed to all companies/families who purchase or sell ads, and is also used in marketing events throughout the year. It is also downloadable off the LAVA website’s front page.

The Online Media Guide is a webpage with logos of participating companies and links to company websites. It is a designated page accessible in multiple ways including a major link off the front page of the LAVA Girls website. All purchasers of print ads will receive space on the Online page, as well, although online-only space can be purchased as well.

Ad sales are for specific placement on the lava-girls.com website. Ad sales does not include online media guide placement, but can be included for the \$50 fee.

Download the Proper Forms

To download the necessary Media Guide forms, visit the official Fundraising page of LAVA – and the home page of the LAVA Foundation – at:

lava-girls.com/lava-foundation

MEDIA GUIDE INSTRUCTIONS

- #1 ... Fill out the 'Media Guide Sign-Up Form' completely for each sponsor.
- ∅ - Make sure the sponsor completes their section (including checking the box for selected ad size).
 - ∅ - Remember to complete your section (player name, affiliate location and team) at the top.
 - ∅ - Note: without this information we will not be able to track the sale and apply it to your account.
- #2 ... Take possession of the Sponsor's Ad on disc, paper, or business card at the time you collect the check. If they prefer to email their ad, send to lavamedia@lavacademy.com right away, with players name, club, and team included in email.
- ∅ - Note: the player info must be included on the email or no credit can be matched to the player.
 - ∅ - Please do not submit money without an ad or vice-versa.
- #3 ... If needed, fill in the information on the advertisement receipt form and give to the sponsor.
- #4 ... Double check that the sponsor has completed the Online Media Guide section as well.
- #5 ... If sponsor is using a business card for the ad, please write the players name on the back of the business cards.
- #6 ... DO NOT STAPLE BUSINESS CARDS TO AD FORMS.
- #7 ... How to Submit Form and Money ... Place each order in a separate envelope. Place the order form along with the business card or the ad in the envelope to turn in. It is safest to staple the check to the order form. Place each envelope order into one large manila type envelope to turn in.
- #8 ... DEADLINE TO SUBMIT ADS ... JANUARY 15, 2017 ... All ads/money must be turned in NO LATER than Jan 15, 2017. Expected production/distribution by April 01, 2017.
- #9 ... Please turn in your envelopes with the forms and money to your team mom/parent. All instructions and forms can be found on the LAVA website (lava-girls.com/lava-foundation).
- #10 ... Note: If the sponsor is only selecting 'Online Media Guide', they need only fill out and complete the Online section.

ONLINE AD SALES INSTRUCTIONS

- #1 ... Fill out the 'Online Ad Sales Purchase Form' completely for each sponsor.
- ∅ - Make sure the sponsor completes all pertinent sections, including the final colored section (total order).
 - ∅ - Remember to complete your section (player name, affiliate location and team) at the top.
 - ∅ - Note: without this information we will not be able to track the sale and apply it to your account.
- #2 ... Take possession of the Sponsor's Ad(s) on disc, paper, or via email before or at the time you collect the check. If they do prefer to email their ad, send to lavamedia@lavacademy.com right away, with players name and team included.
- #3 ... There are no deadlines for Ad Sales. Submit form and money for purchased ads via method listed above.

Have Questions or Comments Regarding the Media Guide or Logistics of Ad Sales?

Please contact Media Guide Coordinator Jane Hayward via email at jane.hayward@lavacademy.com or via cell phone at (818) 687-4867.

Have Questions or Comments Regarding the Ad Placement on the Website or Ad Specifications?

Please contact Trevor Julian via email at trevor.julian@lavacademy.com or via cell phone at (818) 631-7785.

MEDIA GUIDE SIGN UP FORM

Thank you for your interest in the LAVA Media Guide. We have a Print Version and an Online Version. Please note that those who purchase ad space in the Print Version also have the option (at no additional cost) of having their ad placed in the Online Version as well. Those who purchase ad space exclusively in the Online Version will not be placed in the Print Version.

PLAYER CONTACT NAME: _____ **CLUB/TEAM NAME:** _____

There are two types of ads purchased for the LAVA Media Guide: (1) Business Entity, or advertisements for the marketing and exposure of a business or organization, and (2) Personal Declarations, which can take many forms but at the core are well wishes or good luck notes of a personal nature from the families, friends, or loved ones of LAVA athletes.

You may submit as many advertisements as you would like. Please use this form to reserve your space. Much appreciated.

- BUSINESS ENTITY ADVERTISEMENT

Name of Entity: _____

Contact Name: _____ Phone #: _____ Email: _____

Company Website: _____ (Will link this address or above email on Online Media Guide)

Use Our Business Card as Ad (circle): YES NO We Will Submit Our Own Ad Copy (circle): DISC PAPER EMAIL

= CHECK THIS BOX IF YOU ARE ONLY PURCHASING ONLINE MEDIA GUIDE AD SPACE, NOT PRINT

Special Instructions: _____

- PERSONAL DECLARATION

Name of Purchaser: _____ Relationship to Above Athlete: _____

Phone #: _____ Email: _____

Will Submit Ad Copy Via (circle): DISC PAPER EMAIL Do You Also Want Your Declaration Online? YES NO

Special Instructions: _____

Ad Selection – Check All That Apply:

**Please make check payable to LAVA with your company name in the 'Memo' line of the check.*

Paying via Cash? YES (circle if yes)

**EMAIL YOUR AD TO:
LAVAMEDIA@LAVACADEMY.COM**

- | | |
|---|-----------------|
| _____ \$75 — Business Card ... 3.5in x 2in | } Black & White |
| _____ \$125 — Quarter Page ... 3.5in x 4.75in | |
| _____ \$250 — Half Page ... 7.5in x 4.75in | |
| _____ \$450 — Full Page ... 7.5in x 9.75in | |
| _____ \$50 — Online Ad Space Only ... Biz Card Size | |
| _____ \$850 — Inside Back Cover ... 7.5in x 9.75in | } Full Color |
| _____ \$850 — Inside Front Cover ... 7.5in x 9.75in | |
| _____ \$1250 — Back Cover ... 7.5in x 9.75in | |

\$ _____ = Order Total ... THANK YOU FOR YOUR SUPPORT

***Note: For Online Ad Sales, Please Contact Jane Hayward for Specific Requests.**

TIPS FOR SELLING MEDIA GUIDE SPACE OR ADS

- #1 — Be Prepared ...** Plan in advance what you want to say to the businesses. For example: “Hi my name is _____ I was wondering if you would be interested in sponsoring me to play volleyball by purchasing an ad in our media guide. Hundreds of media guides will be distributed at local high school games and throughout our club which has over 700 families in the market areas we serve. By participating, your company will benefit by having your business name circulated and help me to continue to play and pursue my dreams.”
- #2 — LAVA Pride ...** We recommend wearing a LAVA shirt if/when you speak to the company in person.
- #3 — Follow-Up ...** Promise to return with a copy of the Print Media Guide so they can see their ad and/or promise to send an email with link to the location of the Online Media Guide or online ad.
- #4 — Give Receipt ...** Give each purchaser one of the receipts listed below. This will help them stay organized and receive their deduction.



**LAVA MEDIA GUIDE & ONLINE
AD SPACE PURCHASE RECEIPT**

BUSINESS NAME _____

COMMENTS _____

PURCHASE AMOUNT \$ _____

DATE _____

LOS ANGELES VOLLEYBALL ACADEMY – 24813 SAND WEDGE LANE
VALENCIA, CA 91355 (TAX ID #80-0560255)



**LAVA MEDIA GUIDE & ONLINE
AD SPACE PURCHASE RECEIPT**

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COMMENTS _____

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DATE _____

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