

**Lambton Jr Sting Minor Atom AAA - 2015 Yearbook Infomation**

**Important Dates**

* Per Lambton AAA, the Yearbook Campaign officially runs from October 1st - 31st, 2015
* Player's Profile Completed and Returned to Team Coordinator by a date to be determined in October 2015**.**
* All Yearbook sponsor sheets, advertisements and cheques must be handed in to the Team Coordinator by a date to be determined in October 2015**.**

**Ground Rules**

1. Please remember that the yearbook is distributed to all players and major sponsors, and it is important to represent the Lambton Junior Sting organization in an appropriate way. No vulgarity, profanity or disrespectful material is accepted.
2. The definition of advertisements = a paid printable publication. The publication can be in the form of a business card, best wishes, special announcements, word search challenge, contest, poems, art work, photographs and hockey stories, again stressing the integrity of the material.
3. Yearbook distribution will be as follows… 1 yearbook per player, 1 yearbook per sponsor $200 and more, 1 yearbook per non-parent Lambton Junior Sting Executives, 1 yearbook per non-parent coach/staff. In the event that extra yearbooks are available, sponsors less than $200 may also receive one, but there is *no guarantee* this will occur.
4. When you approach a sponsor/company, you ***must*** confirm that the sponsor/company is not already committed to another AAA hockey player/family from the previous year. If they are, you ***must*** confirm with the sponsor/company that they are choosing to sponsor an ***additional*** AAA player (e.g. your child). If the sponsor/business specifies that they want to sponsor a certain player, then that has to be honoured.

**Team Duties – Players/Parents**

1. All players must complete the attached player's profile sheet (below) and return to the team yearbook coordinator.
2. Each player on the Minor Atom Team is responsible for yearbook fundraising worth a minimum of **$400**. It is strongly suggested that all families attempt to raise $800 as this is the amount of additional funding required per player to meet the team budget, and the yearbook is our only “major” fundraising effort this season. Each player will be required to provide a total of $800 through a combination of yearbook sponsorship and personal cheques.
3. Each sponsor you obtain must have a completed sponsorship form (below). All advertisements must be handed into the team yearbook coordinator in full submission, which means camera ready, with money (cheques) included. Ads can be provided in hardcopy, or in high resolution electronic version.

NOTE 1: Please **DO NOT** staple, fold, or damage the advertisement in any way.

NOTE 2: The team yearbook coordinator is not a graphic designer or advertising designer. All ads must come ready to fit within the size that matches the level of sponsorship. See sizing templates at the end of this package.

1. The players are responsible to deliver one copy of the yearbook to each of their sponsors of $200 or more.