

**WARNING:**  
**DO NOT OPEN THIS**  
**Unless You're Prepared**  
**to Make Money EVERY**  
**Season for Your Program!**



**Boostr  
University**

A Coaches Guide  
to Making  
Big Bucks

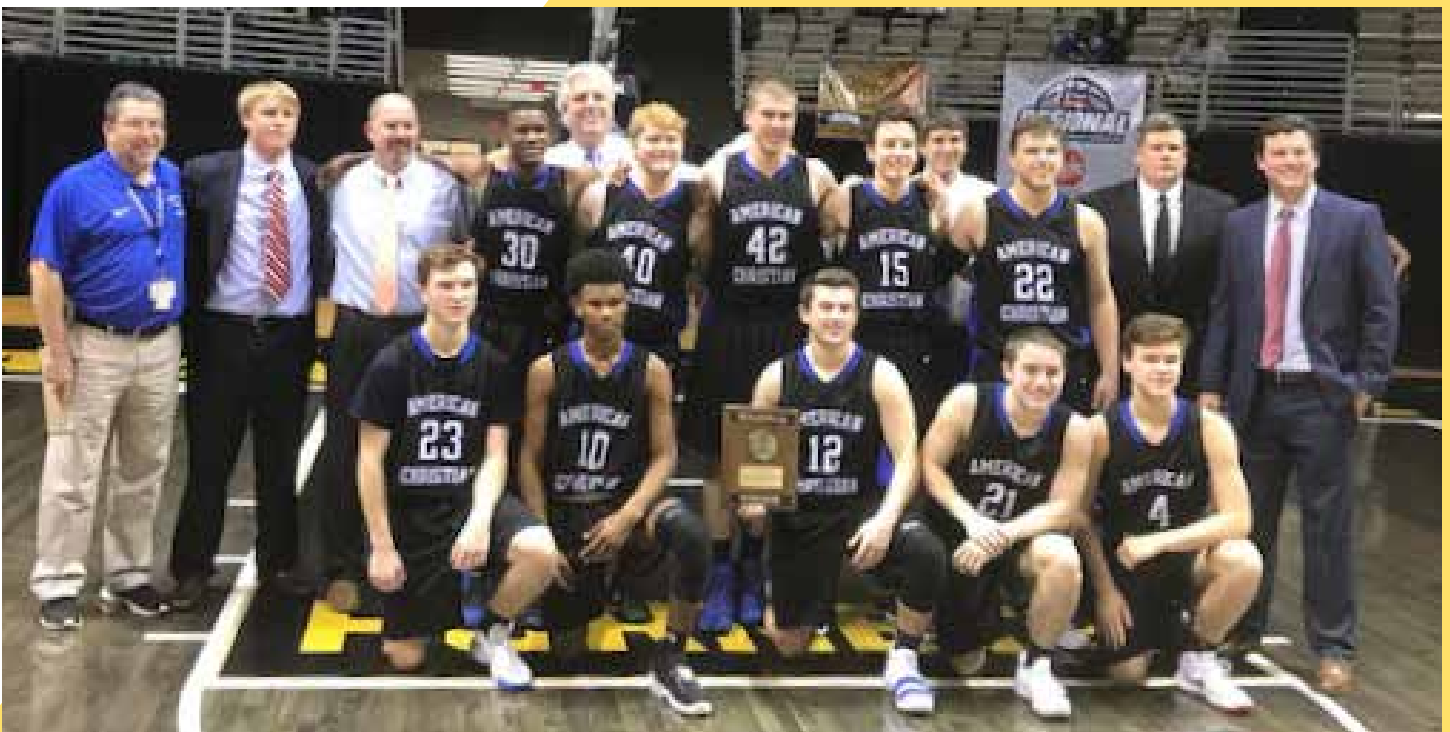




# The Boostr University Advertising Strategy

Creating an advertising program can be extremely profitable for your sports program. The key to running an effective and profitable advertising program is to utilize your top supporters, players and families. I have been very successful in my basketball program raising money over the last five years. We averaged \$15,000 to \$18,000 every basketball season following the plan presented in this packet. Coaches, it is really easy! Boostr provides you with a great product to run advertising and promote businesses. Follow this plan and ask for money! I say this all the time, even a bad salesman can raise \$5,000-\$7,000 yearly by working this plan. Trips for your team, purchasing extra gear, and sharing meals together improve your team's chemistry and elevates your program. Boostr helps you raise the money to accomplish that!

**Greg Crowe**  
High School Coach  
Owner and Creator of Boostr Displays





# 1. Use Current Players

Take current rosters from all of the teams in your basketball program and present the advertising plan to each player and their family. Involve Varsity, Junior Varsity, Middle School, and feeder programs into this process. Many schools require each player to sell \$100 or more, with a percentage of that going towards the price of their spirit pack.

At each school, there is a quick list of advertisers you need to speak to about static signs and digital advertising. These leads are easy to obtain and all of them want to support local sports! Those advertisers are:

- Local Banks
- School Orthopedic
- Physical Therapy Company
- Local Physician (Doc in the box)
- Restaurants in close proximity to school
- Bottling Company
- Military Recruiters
- Car Dealerships
- Uniform Providers
- Local Community College or University
- Pest Control

Churches love to support kids in their congregation. Make it a point to see them. As you go through your rosters, you will find parents who will purchase personal ads, purchase an ad for their own business, or solicit an ad from their employer. Encourage every player to purchase a personal ad and/or sell a business ad. Set up an award system to really encourage every player to participate. (e.g. purchase names for the back of their warm-ups if every player contributes)

Do not forget other programs at your school such as volleyball, wrestling, and cheerleading. Cheerleaders are great sellers! Charge them a percentage of the money they raise in order for them to run the ads on your table. They can use the money to raise funds for camp or uniforms.



Make a list of each parents' employers and solicit ad purchases to support your program- especially if they own a business.

**Examples:**

**Blake Sanderson**

(Blake's mother is an office manager for Iron Works) \$500



**Austin Grammer**

(Austin's father owns a lawn care company) \$250



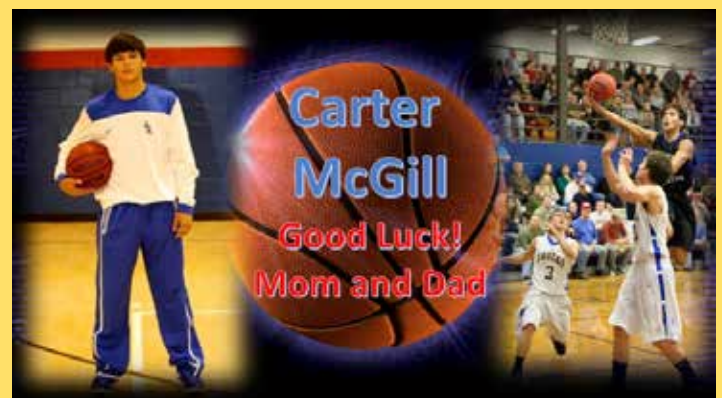
**Chris Mobley**

(Chris' family owns a clothing store) \$500



**Carter McGill**

\$100 Personal ad  
(Place the player's pic in rotation with a quick message like, Good Luck from Mom and Dad!)





## 2. Barter and Discounts

A great benefit of having a BoostR Digital Scorer's Table is that you're in a position to negotiate discounts for suppliers from whom you purchase equipment:

**ATF Sports** - ATF Sports gave our program a 30% discount on uniforms in exchange for a 10 second ad

**Super Sports** - Instead of purchasing basketballs and nets, Super Sports gave us a store credit of \$250 to be applied to these items in exchange for a \$250 ad

**Walton's Restaurant** - Walton's donated all of the food for our hospitality room and sponsored a half-time "all you can eat wings contest" for a 15 second ad

**Courtney's Photography** - This company donated photographs of the starting lineup and team photos in exchange for 15 second ad

We have found that a combination of edgy pictures and announcing an exciting starting lineup really intensify a big league effect for the players and fans' game experience!





# 3. Design Pricing To Fit YOUR Program.

We have vast experience with setting ad rates in different school populations, uncertain economic areas, and various support levels for popularity of school athletics. Pick rates that work best for YOUR school and area. Take into consideration those parents who have large businesses, your booster club's involvement, past advertisers, and the uniqueness of your events. Where else can a business advertise to parents, supporters and friends who are actively involved in



the local community? Your gym and other campus sports facilities are the only place these businesses can easily reach the local community.

**STATIC SIGNS** can be sold up front to pay for the entire table! These signs can easily be sold for \$1,500 to \$3,000 yearly or give advertisers a 3 to 5 year sign for that amount. These decisions are totally up to your school but this is an easy way to raise money!





# Digital Ads Can Be Flexible And Easy To Incorporate.

## Booster Tip Off Club

### \$1000 Tip Off Club- 30 second ad

- Advertising at ALL gym events during the entire basketball season.
- Digital scorer's table ad and announced live commercials during games. Advertiser's logo can be shown on live Internet games.
- 6 Season Passes for every home game at all levels.

### \$500 Hoops Club- 20 second ad

- Advertising at ALL gym events during the entire basketball season. This includes youth league, middle school, high school boys, and high school girls.
- Digital scorer's table ad
- 4 Season Passes for every home game at all levels.

### \$250 Boostr Club- 10 second ad

- Advertising at your choice of middle school game set or high school game set. Digital scorer's table ad.
- 2 Passes for the game set the advertiser supports.

### \$100 Support the Team Club- 5 second ad

- We are asking that each player be responsible for generating a minimum of \$100 in advertising. We are offering for each player an opportunity for parents and/or grandparents to donate \$100 to have their player highlighted on the digital board with a personal recognition ad.

Most schools have youth leagues, summer leagues, and play-dates all year round. We recommend that you sell your ad package as a 12-month deal that will run at any event which your school hosts. We, at Boostr, sold our first table to a coach who saw the advertisements in action at a Youth Game. He picked up three advertisers from the youth league during the year from parents who owned businesses!





## 4. Include Your School Profile and Team Schedule

Use the sample school profile and team schedule listing and customize for your school. This customized profile is an important selling tool.

Since it will be local businesses who purchase your ads, present them with key criteria that justifies what a great return on their advertising dollars this partnership with your school this is. The advertisers are interested in knowing:

- How many people come to games?
- What types of people come to your game and how can their business connect with the audience?
- How involved are the parents and game attendees in the community?
- Do parents and game attendees support businesses who sponsor your athletic programs?

By compiling the school profile and schedule, you can show how important the school is to the local community by answering these key questions that businesses want to know when they decide where to spend their advertising dollars. Your school has a unique position of being a great advertising platform for the local community. Make sure your school profile and schedule shows the unique product you have!

### **Two items to address on your school profile are:**

- Where else can businesses reach hundreds of parents and visitors on a regular basis in your area?
- Where else can a business find customers who actively shop at businesses who sponsor the school?





# Sample School Profile



American Christian Academy, located in Tuscaloosa, Alabama, hosts middle school and high school sports events in their gymnasium where average attendance is 300 people per game.

Our games are well attended by parents, grandparents, siblings of the students, local business people, and 60% students. We find that our audiences represent most members from our community.

Previous and current businesses who have partnered with our school are pleased to find out how loyal our school's students and parents are to businesses who also support their school.

A prominent restaurant owner who has purchased advertising from us over the past five years said he reaches more of the community by advertising in our school gym, than the local newspaper or local radio station. He said our ads are a fraction of the cost that he pays for ads elsewhere and that we are the only place he can advertise and also get face to face time with his customer base.

<b>November</b>			
16th	Sipsey Valley	9th,JV,VG,VB	4:30
20th	Capstone Classic	Varsity Boys	TBA
21st	Capstone Classic	Varsity Boys	TBA
22nd	Capstone Classic	Varsity Boys	TBA
28th	at Holt	JV,VG,VB	4:30
30th	at Hillcrest	9th,JV,VB	5:00
<b>December</b>			
1st	at Sipsey Valley	9th,JV,VG, VB	4:30
4th	at West Blocton	JV,VG,VB	4:30
5th	Holy Spirit	JV,VG,VB	4:30
8th	Greene County	9th,JV,VG,VB	3:30
12th	Holt	JV,VG,VB	5:00
14th	Northridge at Hillcrest Tournament VB	TBA	
15th	Hillcrest Tournament VB	TBA	
19th	Bibb County	9th,VG,JV,VB	3:30
27th	Albertville Civitan	Varsity Boys	TBA
28th	Albertville Civitan	Varsity Boys	TBA
29th	Albertville Civitan	Varsity Boys	TBA
<b>January</b>			
5th	at Northside	9th,JV,VG,VB	3:30
9th	at Gordo	JV,VG,VB	4:30
12th	at Greene County	9th,JV,VG,VB	3:30
15th	at Bibb County	9th,JV,VG,VB	3:30
16th	Keith	JV,VG,VB	4:30



# Keys to Quickly Recover Your Investment Cost

Work your roster and make every player buy into what you are doing for the program.

We have had schools split the cost of the digital scorer's table between volleyball, wrestling, boys basketball, girls basketball and cheerleaders. This allows for each program to sell their own ads. Other schools have purchased from the general athletic fund and given each sport the opportunity to use it.

Basketball programs have purchased the table with funds from their budget and then charges other sports a percentage to use it. Everyone still makes money!

Do you run tournaments and special events in your gym? This is another way to create a supplementary advertising opportunity for your program. You can make note of how many additional community people and visitors will be coming into your area.

Don't get discouraged. Rome was not built in a day! The entire team at BoostR is here to support you and your program with your personalized advertising strategy. When you purchase a product from BoostR you're also gaining access to a team of coaches with over 75 five years of combined coaching experience and 35 years of combined advertising sales experience.

We look forward to hearing your success stories! You're going to change your program with this digital scorer's table. Your team is going to have fun finding ways to spend all of the money you're going to generate with this comprehensive advertising plan!

**(205) 523-4799**

**[boostrdisplays.com](http://boostrdisplays.com)**

[Greg@boostrdisplays.com](mailto:Greg@boostrdisplays.com)

[Rick@boostrdisplays.com](mailto:Rick@boostrdisplays.com)

[Elizabeth@boostrdisplays.com](mailto:Elizabeth@boostrdisplays.com)