

# Team Player / Schedule Cards:



## Team Design Charge:

\$199 for up to 60 players  
add \$7 for each player over 60

## Design Charge Includes:

- Card design – including team logo & sponsor ^
- Player photo insertion \*
- Name, number, position, info insertion \*
- Printing setup
- Digital proofs for each player card

\* You Provide the Photos & Player Info.

^ Sponsor logo if you have a sponsor.

You can provide your own artwork but it **MUST** be in CMYK vector PDF format with all text converted to paths with all bleeds to print standards and delivered on our size templates.

## Printing Costs: \* see how you can save 10% below

- 250 Cards each = \$41.99 / player
- 500 Cards each = \$47.49 / player
- 1000 Cards each = \$49.99 / player



# So how can these cards pay for themselves?

## Creative Financing Suggestions:

Yeah, you are a semi-pro team and funding is sometimes an issue but here at Semi-pro Sports Marketing we're all about helping you present the Professional Sports Image that your team deserves - the image that will help you get the professional results from your sponsors. Below are some creative ways to help you get these very effective cards out into your community and create a fan buzz while promoting your game schedule to put those butts in the seats on game day! Give a bunch of the cards to players to give to their friends and family – grassroots promotion of your schedule. **What family member or friend would throw out a card with their player's photo and info on it?**

### #1 – Get A Sponsor:

This is a great opportunity for one of your sponsors to get into the homes of 30,000 – 60,000 of your fans. "Cause Marketing" shows that your fans are loyal to those that support their team! \$2800 is our Suggested Sponsorship for 500 cards / player (covers printing) that's 9¢ / impression. \$3200 is the Suggested Sponsorship for 1000 cards / player = 5¢/impression.

### #2 – Sell Team Packs:

Using 500 cards as for an example. Give each player 200 cards for their friends and family. That leaves the team with 300 cards to make team packs. We suggest you sell the team pack of player cards for \$10/set. That would generate the \$3000 to cover printing costs.

**Combine any of these suggestions  
Make your own fundraising plan!**

### #3 – Each player pays:

Assuming the team pays the \$199 for the Team Design Setup, each player would pay less than \$50 for some great memorabilia that they can give their friends, family and eventually their grandkids! ...and you can still split the cards 250 to the players and 250 for the team to sell team sets to fans to generate some income.

\* Add our logo and take 10% off printing

### #4 – Use one of our sponsors:

Periodically we have national sponsors that are interested in reaching into communities across the country. Ask us to see if we have any opportunities at the time you sign-up to get your cards done. A sponsor example shown above - some sponsors require more space.

**Call Frank at 586-863-8338 to  
order your collector cards today!!**

[www.SemiproSportsMarketing.com](http://www.SemiproSportsMarketing.com)