To: All Fall 2018 / Spring 2019 EBSC Travel Teams

Re: Labor Day Tournament – Local Ads Fundraiser

The East Brunswick Soccer Club is gearing up for this year’s Labor Day Tournament, which will be held August 31st – September 2nd. Part of the Tournament tradition is the distribution of the Labor Day Tournament Ad Book. This tournament program includes advertisements for local businesses. Each travel team has the opportunity to solicit local businesses to advertise in the Ad Book. The Ad Book is a great way for all travel teams to raise money to pay for the team fees and promote East Brunswick businesses. The Ad Book will be distributed to all East Brunswick **and** visiting travel teams on Opening Day of the tournament. Extra copies will remain at the two snack bars throughout the season.

Here’s how it works: 75% of the sale of an ad will go directly back to the player's team. The team manager will decide if the money will be pooled together into the general team fund or credited to the specific family who sold the ad. For ATSC teams, a check will be given to the team manager. The remaining 25% of proceeds will be used toward the cost of printing the ad books. **Please be sure to submit payment with the Ad Form.** Ads will not run without payment.

In addition, we are asking that each EBSC travel team create a full-page ad which can consist of a team photo, roster, logo, clipart, or even a favorite quote. There is **no charge** for the team ads and it is a great way to show your team spirit! Contact Teresa Zaki at [thezakis@yahoo.com](mailto:thezakis@yahoo.com) if you would like help designing the ad or for a sample of ads that have been done in the past.

Important dates to remember:

Wednesday, July 25 - Official start of Ad Solicitations

Friday, August 17th – Final day to submit the Ad Form

Friday, August 31st - Opening Day / Distribution of the Ad Book