

# DESIGN AND PRINT



## Sports Media Guides & Event Programs

### PROCESS GUIDE

Our mission is simple: Support youth athletic teams with professional-quality media guides that serve as memorable keepsakes while generating essential fundraising revenue. With 28+ years in print marketing and advertising design, we deliver ad agency-level creative and top-notch printing at affordable rates.

# **TIMELINE & PROCESS OVERVIEW**

*Total Timeline: 5-8 Weeks*

- Ad Sales Period: 2-6 weeks (you control this)
- Ad Production: 2-3 weeks
- Print & Ship: 5-6 business days (2-4 day rush available)



## **How It Works:**

1. We create web forms for your team with your colors and logos
2. Your team sells ads using easy online forms (no paper!)
3. Sponsors submit their own content through our design form
4. We design professional ads and upload proofs to Google Drive
5. You approve ads and book layout
6. We print and ship directly to you

## **AD SALES MADE EASY**

*Who Sells Ads?*

Your team, booster club, or student-athletes sell ads. Get students involved by running a sales contest with rewards for top sellers!

## **Suggested Business Sponsor Ad Rates**

Back Cover/Inside Covers ..... \$300-\$800 (premium positions)

Full Page..... \$325-\$600

Half Page..... \$160-\$475

Quarter Page..... \$90-\$350

Eighth Page ..... \$60-\$125

**Student Shout-out Ads: We recommend a set of lower rates for families**

*Note: Rates vary based on your community economics and business support availability.  
You set your own pricing!*

# YOUR DIGITAL TOOLKIT

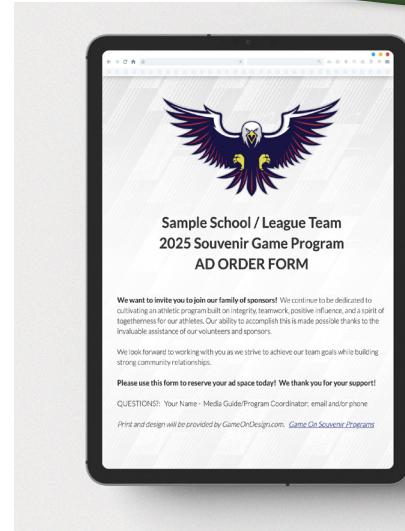
## 1. Ad Sales Intro Flyer

- Customized PDF with your team logo, colors, and QR codes linking to your forms. Email or hand out to potential sponsors.



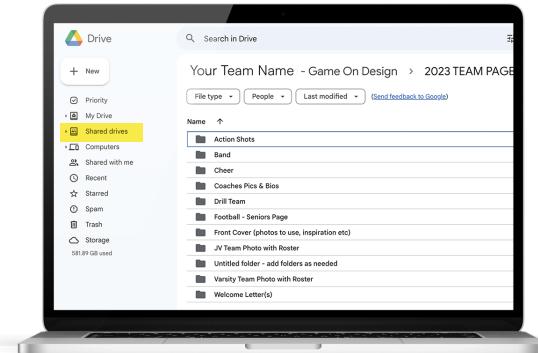
## 2. Online Ad Order Form

- Mobile-friendly form that can be accessed from phones or tablets
- Perfect for selling ads on the go around town
- All submissions automatically flow into a Google spreadsheet dashboard
- Track all sales, sponsors, and revenue in real-time
- Share the link via email, website, or social media

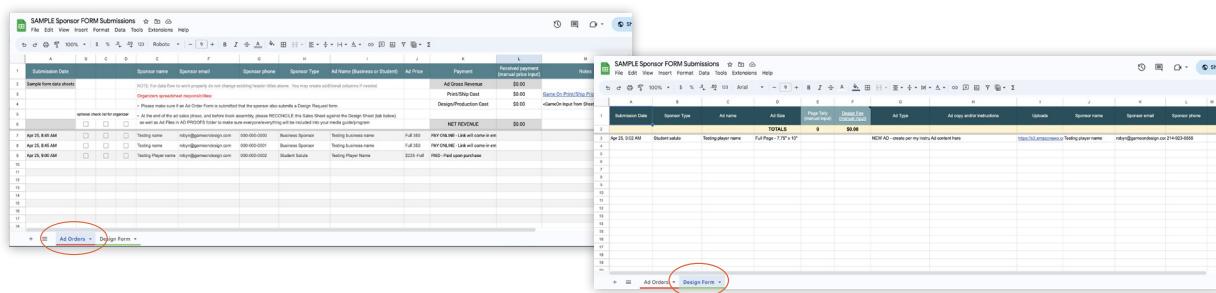


## 3. Online Design Submission Form

- Sponsors submit their own logos, images, and ad copy directly to us
- No more acting as the middleman collecting materials
- Saves you hours of follow-up time



Upload all team info and images to your shared drive



## AD APPROVAL PROCESS

- Step 1: We create professional ads from sponsor submissions
- Step 2: High-resolution PDFs uploaded to your Google Drive
- Step 3: You email proofs to sponsors for approval (we provide recommended wording)
- Step 4: If revisions needed, sponsor emails both you and Game On with changes
- Step 5: We revise and upload new proof to Drive

## BOOK ASSEMBLY & FINAL PROOF

*Once all individual ads are completed and approved, we assemble the complete media guide according to your specifications or our professional layout recommendations.*

### Final Book Proof:

- Complete PDF of entire media guide uploaded to Drive
- Review all pages, ad placement, and team content
- Request any final revisions
- Approve for print

### Team Pages & Content:

- Upload team/player photos to designated folders in Drive
- Submit rosters, schedules, and team information
- We design pages based on your content and preferences
- Specify layout requirements or let us handle design

## READY TO GET STARTED?

Email the following to: [robyn@gamedondesign.com](mailto:robyn@gamedondesign.com)

- School/League Name and City
- Sport or Season
- Estimated page count
- Desired printed guides delivery date
- Email address(es) of organizers for Google Drive access
- High-resolution team logo(s)

### Additional Setup Information Needed:

- Custom intro ad sponsor letter wording (if different from standard)
- Your ad rates for business and student ads



## Pricing

**\$35  
Per Page\***  
+  
**Print Cost**

**Offset this cost  
easily with several  
business sponsors**

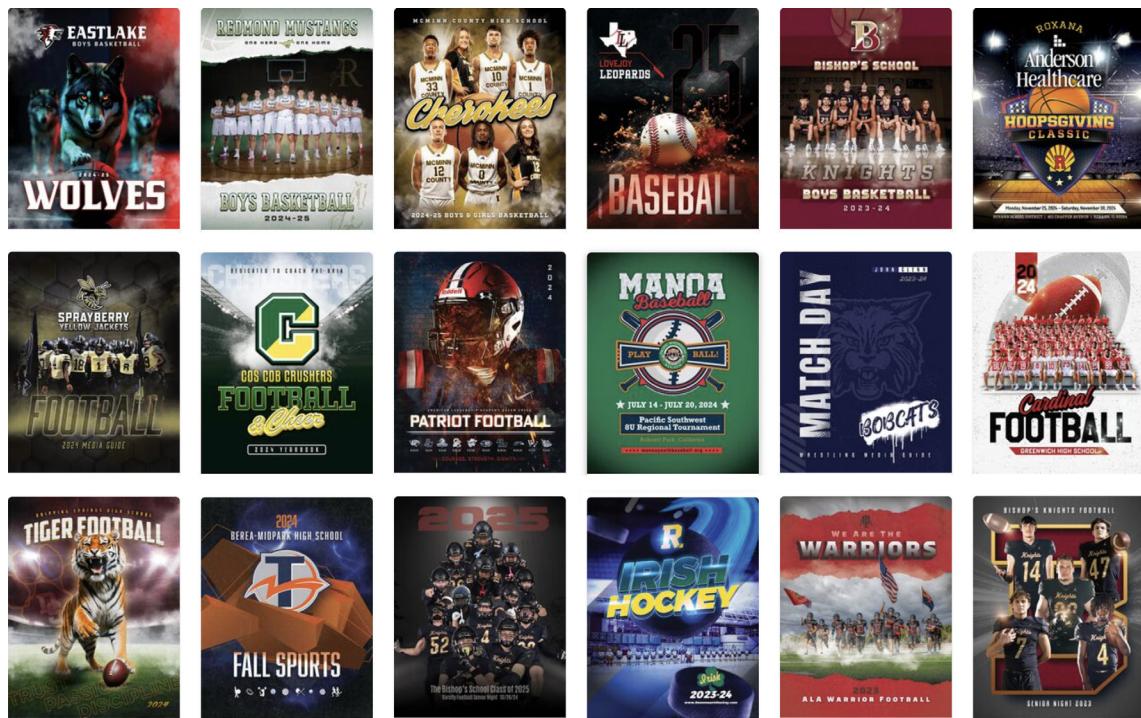
\*More complicated, custom layouts are \$40pp

# WHY CHOOSE GAME ON DESIGN?

- 28+ years of professional design and print marketing experience
- Former Creative Director with expertise in team management and tight deadlines
- Ad agency-level design at affordable fundraising rates
- Streamlined digital process saves organizers countless hours
- Professional printing with fast turnaround
- Dedicated support throughout the entire process
- Every media guide receives unique, captivating design touches

**Our Goal:** *Enhance your team image and deliver a remarkable souvenir book that will be cherished and admired by players, families, and fans.*

## VIEW THE SOUVENIR PROGRAM GALLERY



## ADDITIONAL PRODUCTS & SERVICES

Beyond media guides, we can produce and print any items your team needs:

- **Banners (mesh and vinyl)**
- **Posters (large and small format, single or multiple copies)**
- **Roster Cards**
- **Event Brochures**
- **Custom team materials**