

# DIAMONDBACK\_WILDFIRE VOLLEYBALL CLUB

3990 Nemes, Las Cruces, NM 88005 (505) 382-8342

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

To Whom It May Concern,

This letter is in reference to your local Junior Olympic Volleyball club that has been representing the Las Cruces, El Paso and Alamogordo area for many years. This group of young women has had numerous achievements over the years that include representation at the National tournament and national qualifiers, regional champions, and provided many opportunities for athletic scholarships all over the country.

Our Volleyball Club is dedicated to promoting the sport of volleyball and volleyball excellence in our geographical area. Our goals are simple, developing interest in the game and teaching fundamental skills to our younger players is one of our primary goals, and our second goal is to give the serious player with a sincere desire to become varsity players in high school or who have their sights set on a college career the coaching and competitive exposure they will need to achieve excellence.

Our club has an excellent record of producing players who have gone on to college teams. It is through club volleyball that most players who eventually play in college have the opportunity to be seen by college coaches. Travel to national tournaments, which is a major part of our club activities, provides this type of exposure.

We are a not for profit 501(c)(3) corporation organized under the AAU, provides a unique opportunity for youth to experience success and growth. Student athletes tend to be personally committed to their sport, their club, their team and their school. Physically demanding and healthy activity combined with excellent instruction build self-esteem and opportunities for association with students who tend to achieve on and off the court.

Sadly, because of the travel demands and the rising cost of tournament participation it is very difficult for everyone to afford the expense involved in club volleyball and that's where our boosters and fundraisers come in.

First, as a business or just an avid volleyball supporter, you can purchase advertising space to be included in our player profile book. This guide is useful on many levels. First, at local and regional tournaments, this guide gives an easy reference to college coaches. More importantly, your advertising will give a student-athlete in our Club, the opportunity to travel and participate without the tremendous financial burden. Finally, many local participants will see your ad during local volleyball tournaments.

Also, you are more than welcome to consider a tax deductible donation to our combined club by donating to AAU of the Diamondback Volleyball Club (official IRS Name) dba Wildfire Volleyball Club. Donations can be made by credit Card on our website [www.dbvbc.com](http://www.dbvbc.com).



William C Daumueller, Director



Michael Jordan, Head Volleyball Coach

## The Media Guide 2012

### What is a Media Guide?

First, a little bit about what a media guide does for your club, team and each athlete. This guide is a handy guide that allows for college coaches to easily obtain information about the specifics of the athletes in our club. Though coaches may not talk to athletes during a tournament, they will have the necessary information to contact you after the tournament is over.

### What will it look like?

The guide will be comprised of a team photo for all club teams listing all team names, an individual profile page for our Open and National team members, and finally local advertising to help complete the guide.

### How do I obtain ads and earn money?

In this packet you will find a letter to present to businesses, and an example of ad sizes. **When your ads are turned in, they must fit one of the ad sizes exactly, or will be cut.** Ads may also be personal, wishing your team or your athlete good luck! \* All money raised beyond the initial \$25 from obtaining ads is yours for your club account to be used for club fees and travel expenses or other club expenses and will carry over from year to year. Funds raised and not used for club expenses revert to the club. Prices are as follows:

Business Card	\$25.00	4 ¼ - 2 2/3
¼ Page	\$40.00	4 ¼ - 5 ½
½ Page Horizontal	\$75.00	8 ½ - 5 ½
½ Page Vertical	\$75.00	4 ¼ - 11.
Full Page	\$125.00	Full Page: 8 ½ - 11

Hard copy sizing needs to be exact. The way the ad is submitted, is the way it will appear in the Media Guide. If you can get electronic copy on a CD or by email the quality will be better. Please remember that the guide will be presented in Black and White.

\*Each player will be Charged \$25 for one business card size ad to cover the printing cost. After this first \$25, all money raised, will go directly to your account for club fees, travel or other club expenses. Excess funds go to your account but may only be used for volleyball expenses. Excess funds will not be returned but may be used at any time. All players are expected to sell at least \$25 worth of ads, although you may choose to just pay the \$25 to the club and not participate in selling ads.

### When will we see the media guide?

Ads from athletes and profile pages from coaches are due no later than **February 1st**. No ads will be accepted after the due date. At that point, we will compile the guide, and send it to the printer; you will then receive one media guide for your own use with the option to buy more. The holidays are always a good time to ask your family and local businesses to help collect money for your club fees.

**GOOD LUCK!**

**REMEMBER, ALL AD'S & MONEY  
ARE DUE NO LATER THAN MONDAY, February 1st!**

**ALL PLAYER PROFILE QUESTIONNAIRES ARE DUE  
MONDAY, FEBRUARY 1st.  
DON'T BE LEFT OUT!**

The Media Guide Coordinator  
Terry King 575-650-8521 [terrking@comcast.net](mailto:terrking@comcast.net)

½ Page  
\$75.00

**MEDIA GUIDE**  
**PRICES & SIZES**

Full Page  
\$125.00

¼ Page  
\$40.00

Business Card Size  
\$25.00

*Thank you for supporting Diamondback\_Wildfire Volleyball*



Ad Purchased by:	
Size	
Format and Delivery	
Amount Paid	
Date:	

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