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| Logo  Description automatically generated |  | sponsorship  Sponsorship Activity #2 |

# Logo, company name Description automatically generatedINVENTORY: PRINT ADVERTISING

Print advertising is a wonderful piece of inventory to work with for your sponsorship group. An ad for a business can be placed in several different forms: game schedules, team posters, newsletters, pocket schedules, program inserts and couponing. Keep in mind that the ad size can be customized to meet the needs and price range of the sponsor.  
  
Selling print ads can provide a very lucrative revenue stream for your event or events, so be sure to develop a thorough and comprehensive inventory list while brainstorming as many businesses as possible who would benefit from aligning their brand with your program.

**Step 1: In the space below, create a list of potential print advertising opportunities (like a team poster or game programs) for any and all events your sponsorship team will be involved with. Be sure to indicate which sport or event is associated with each type of print (poster etc.).**

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**Step 2: In the space below, list as many businesses, boosters, parents etc. as possible who might benefit from showing their support of your program through an advertisement, including providing coupons at events, advertising (or inserts) in your game/event program, or exposure on your team posters, schedules, or any other event promotional and marketing material.**

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