

Booster Club Guide

to Imprinted Stadium Chair Fundraising **A 2-Step Program for Double Profits**

This Fundraiser:

- ***Generates More Income***
- ***Requires Less Effort***
- ***Earns Greater Returns—Faster***

Here's How It Works.

- 1) ***Sell Booster logo ad space on back of seats***
- 2) ***Sell imprinted Stadium Chairs to fans***

Order from your local sporting goods dealer and generate big profits for your Booster Club!

Stadium Chair seat backs are perfect for imprinting or embroidering your school logo or team mascot. All true fans will want to own one. Plus, they come in vibrant, school colors.



The Stadium Chair has a two-piece canvas back, which means your dealer can print or embroider on BOTH sides. Use the back of the chair to imprint sponsor logos. Businesses will pay you to have their logos displayed on this high quality promotional item.

Profit Opportunity #1

Sell Booster Logos

- 1) Have your Booster Club identify businesses that support your school community—the pizza place, the soda fountain, a school supply store.
- 2) Sell logo space on the back of the chair to these businesses. Have four companies share the space, or have an exclusive advertiser. The more chairs you sell, the greater exposure for the advertiser—and the more you can charge.
- 3) Work with your local sporting goods dealer at each step in the process, from ordering to printing. Stadium Chairs are sold only through dealers.

Profit Opportunity #2

Sell Imprinted Stadium Chairs to Fans

Pre-sell the Stadium Chairs to fans and parents. But know that other fans will want to buy them once they see them being used at your games.

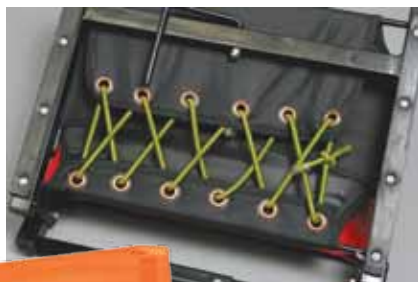
Just as you set the price for the logo space, you establish the retail price of the chairs. Because you've added value by imprinting the school mascot, fans and parents will pay \$45-\$55 each—or more—for this high-quality Stadium Chair. Have the Booster Club work with your team dealer to set the price.

Cushion the Blow of Budget Cuts by Selling Imprinted Stadium Chairs

If you're looking for a fundraiser that's an easy sell and generates higher revenue, consider imprinted Stadium Chairs.

The initial minimum order is only 36 Stadium Chairs.

Lead time is 3-5 weeks, so get selling. The sooner you sell your Stadium Chair sponsor logos, the sooner you can begin reaping the rewards. Your team sporting goods dealer can help every step of the way.



Remember, the Stadium Chair is the best seat in the house. Fans love the comfort and durability. Its rugged frame supports the back, and the bungee straps soften even the hardest bleachers. Parents and fans of ALL teams will want to own one.

Good luck, and good selling.



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