



September 20, 2011

Gamers Parents:

We would like to invite you to participate in selling advertisements for the 2012 Gamers Media Guide. This is a great advertising investment for companies. The Gamers program now has 220 players, and the Gamers “family” of volunteers, siblings, grandparents, etc... is numbered in the thousands. It is a great target market for many different products and services.

Furthermore, all the profits from the advertising sales go directly to fund the Gamers program cost. So, for advertisers it is good investment in advertising dollars and it supports a great cause. That is the simple sale pitch to use with potential advertisers.

For parents, here is how it works:

- You sell ads to local businesses. Local companies and service organizations are great targets. Attached is the marketing material to support your sales effort. Also, you can use the 2011 Media Guide as a sample. It is a great sales tool. (If you don't have one, there are extra copies at All-Star Performance).
- Once a company decides to buy an ad, the process is simple. You fill out the sales form and collect the ad copy and check. Checks should be made out to St. Louis Gamers. **It is critical that you collect the ad copy from the advertiser – we do not have the resources to create ad copy.**
- The prices for the ads run from \$25 for business card ads to \$2250 for the color back cover.
- Finally, you mail all of the sales forms + checks + ad copy to the Gamers office at All-Star Performance. Or, you can mail them to St. Louis Gamers at Suite 109 1734 Clarkson Rd, Chesterfield, MO 63017
- You must complete this process and turn in everything by December 15, 2011.

Financially, this is a great way to raise money to offset the cost of the Gamers program. For every ad dollar that you sell, 80% will be directly credited to your Gamers account. The other 20% is used for production of the magazine. We are able to keep the production costs this low because we use volunteers for the layout process.

So, if you are able to sell \$400 worth of ads (four, quarter page ads), then \$320 will be credited to your account. Last year, approximately \$20,000 of ads were sold by 40 families that participated in the Media Guide program. On average, these families received a \$400 credit to their Gamers account. This is a great way to reduce program costs.



St. Louis Gamers Baseball/Softball Program

Background

The St. Louis Gamers Baseball Program was formed in 2007. Currently, there are 220 young men and women (12-18 years old) that participate in the Gamers program. These young athletes come from all socio-economic backgrounds and are from across the entire St. Louis metropolitan region, and represent over 30 high schools.

Our Mission

Our mission is to develop skilled and passionate baseball/fastpitch players to compete at the highest level nationally, while using baseball/fastpitch as a platform to teach important life lessons in a positive culture and fun environment.

Our Goals

Participation in the Gamers program will help young men and women develop as athletes and, more importantly, develop as responsible, effective leaders in their community. Young athletes will learn how to pursue excellence, on and off the field. Specifically, our goals are:

1. To challenge each student-athlete at levels he has yet to experience athletically, while simultaneously giving each ballplayer a fun and unforgettable athletic experience.
2. To develop and push each player to the limit of his baseball/fastpitch potential and help players realize their sports dreams.
3. To develop a style of play that is unique -- a "Gamer" style of play that emphasizes "the pursuit of excellence" and "effort over outcome."
4. To aid in the emotional and personal development of each of our Gamers - to help them understand:
 - The importance of commitment
 - The value of relationships & thinking outside of themselves
 - The need to take responsibility for their own actions

Sponsorship Opportunities - Advertisements

We are seeking sponsors that share our vision and want to participate in our mission and goals. One way to contribute to the Gamers is by purchasing an advertisement in the Gamers 2011 Media Guide. This advertising will reach a very attractive target market. Money raised through advertisements will go to cover the cost of tournament fees, uniforms, equipment, field rentals, travel costs and other costs required to allow our Gamers to compete at the highest level nationally.



2012 St. Louis Gamers Program and Media Guide

Over 220 players will participate in the 2012 St. Louis Gamers program. Including volunteers, sponsors, family members and friends, the Gamers “family” includes thousands of people. Through radio and television, the awareness and interest in the Gamers program continues to grow. Our program has been actively publicized during Cardinal broadcasts, during sports news broadcasts and on sportstalk radio. Visit www.stlgamers.net to learn more about our program.

In 2012, we will publish the fifth edition of the St. Louis Gamers Media Guide. This Media Guide will include the background on the program, player rosters and pictures, and interesting stories about the Gamers program and some of the people involved. The guides will be distributed at games, tournaments, media events, and various other events that the Gamers players and directors participate in.

We are pleased to offer the opportunity for businesses to advertise in the 2012 St. Louis Gamers Media Guide. Advertising in this program will access a large number of people involved in St. Louis area sports – a great market for many products and services.

At the same time, profit from the Media Guide will do directly to offset the cost of the program, to make it more affordable to achieve the Gamers Mission of “Developing passionate and skilled baseball/fastpitch players to compete at the highest level nationally, while using baseball as a platform to teach important life lessons to young athletes...”

<u>Size/Placement of Ad</u>	<u>Price</u>	<u># Ads Available</u>
Business card size advertisement, B&W	\$50	100 (est)
1/4 page advertisement, B&W	\$100	50
1/2 page advertisement, B&W	\$200	40
Full page advertisement, B&W	\$400	30
Full page color insert (middle section)	\$800	8
Full page color, center page	\$1200	2
Inside front cover (color)	\$1800	1
Inside back cover (color)	\$1800	1
Back Cover (color)	\$2250	1

2012 St. Louis Gamers
Media Guide

Thank you for advertising in the 2012 St. Louis Gamers Media Guide. We need the following information to reserve your advertisement space:

Advertisement Reservation Form

Company name _____

Address _____

Contact name and title _____

Contact Telephone _____ Contact email _____

Company website address _____

Advertisement Size:

(Circle one)

1/8 page ad	\$50	(black & white)
1/4 page ad	\$100	(black & white)
1/2 page ad	\$200	(black & white)
Full page ad	\$400	(black & white)
Color full page ad	\$800	
Color center ad	\$1200	
Inside front cover	\$1800	
Inside back cover	\$1800	
Back cover	\$2250	

Attach check payable to:
St. Louis Gamers
Suite 109
1734 Clarkson Road
Chesterfield, MO 63017

Ad sold by: _____

Attach advertisement copy – tailored for either black and white print or color print.

1/8 Page Advertisements

	<p>Complete Supplements <i>Lowest Prices Around!</i></p>
	<p>2221 N. Center (Highway 159) Maryville Il 62062 618-343-1040</p>


**ALBRECHT
HAMLIN** Chevrolet
 WOOD RIVER Illinois Rt. 111 PH. 259-4900

ENTERPRISE MEDICAL SERVICES

Neal Fenster
President


12825 Flushing Meadows Drive 314-822-2700
 St. Louis, MO 63131 800-467-3737
 NFenster@Enterprisemed.com Fax 314-966-8833
 www.Enterprisemed.com

DONALD R. BASSMAN, M.D.
 General Orthopedics
 Specializing in: Sports Medicine - Arthroscopic Surgery
 Foot Surgery - Total Joint Reconstruction

<p>ST. LOUIS 522 N. New Galois Rd. Suite 105 St. Louis, MO 63141 PHONE: (314) 967-9100 FAX: (314) 967-5401</p>	<p>BREESE 2515 Hevross Lane Breese, IL 62201 PHONE: (618) 526-8585 FAX: (618) 526-4732</p>
--	---


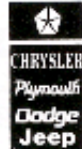
EXCHANGE: 314-385-6464 TOLL FREE: 866-489-8738
 www.albrechtmd.com/drbassman


The Cusard Station
 140 West Argonne
 Kirkwood


 DEPENDABLE • AFFORDABLE • QUALITY • SERVICE

Jack T. Figles
 President/CEO
 314.517.2985
 jfigles@earthlink.net

15331 Highcroft Dr | Chesterfield, MO 63017 | 314.969.7499

 CHRYSLER CENTRE 500 Admiral Wilson Pkwy. (Route 3) • Columbia, IL 62236	 Illinois 618.257.2000 Missouri 314.497.0000 Fax 618.281.9291
<p>BRIAN LORD President</p>	

JOEL S. KOENIG, M.D.
Care of Infants, Children and Adolescents

MISSOURI BAPTIST DIAGNOSTIC CENTER
 3009 N. DALLAS ROAD, SUITE 141
 TOWN & COUNTRY, MISSOURI 63131

OFFICE (314) 994-0209 EXCHANGE (314) 362-0712
 FAX (314) 994-9130

1/4 Page Advertisements

DAVID'S IN CLAYTON

8123 MARYLAND AVENUE
CLAYTON, MO 63105

DAVID HOFFMANN
HAIR DESIGNER

725-9664

COMPLIMENTS OF



JEFFERSON BANK and TRUST

2301 Market Street
St. Louis, MO 63103
314.621.0100

12501 Olive Blvd.
Creve Coeur, MO 63141
314.576.5505

5475 Southfield Center
Concord Village, MO 63123
314.843.5900

100 Legends Parkway
Eureka, MO 63025
636.938.4922

4190 Highway K
O'Fallon, MO 63368
636.300.0100

**We're Big on
Small Business... Yours!**

MEMBER FDIC



COLUMBIA DENTAL CARE, LTD.

DAVID B. RODENBERG, D.D.S.

106 Edelweiss Road
Columbia, IL 62236
(618) 281-7137

"We specialize in smiles"

HACIENDA

MEXICAN RESTAURANT

MARK G. SESTI

(314) 962-7100

9748 MANCHESTER ROAD
ST. LOUIS, MO 63119

FAX (314) 918-1441
www.hacienda-stl.com

1/2 Page Advertisements

Mid-America Spine & Rehab

Dr. Bob Einertson
Chiropractor

*Specializing in neck,
back and sports injuries.*

1076 Old Des Peres Rd.
(314) 966-8989

Free exam and
2 X-rays.
(offer expires 6/7/06)

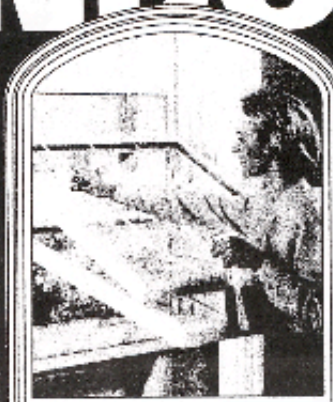
**Pain
is not
normal.
We can help.
Call
now!**

Provider for every insurance company in St. Louis.

WINDOWS AND SIDING



**CASTLE ROCK
REMODELING**
314.993.0606
Visit Our Showroom
9715 Olive Blvd. Floor 2
St. Louis, MO 63132
Please call for estimates only
www.CastleRockRemodeling.com



White Vinyl Double
Hung Replacement
Windows
\$189
Any Size Installed

White Vinyl Double Hung Replacement Windows
is the best installation. Does Not Apply To
Replacement Double Hung. Offer Expires 7/31/06

40% OFF WHOLE HOUSE SIDING & TRIM
Call For Your **FREE** In Home Estimate Today **314.993.0606**

Full Page Advertisements



DAVE MUNGENAST AUTOMOTIVE FAMILY

www.davemungenast.com

Patty Ramsey
Administrator

5939 South Lindbergh Blvd.

St. Louis, Missouri 63123

Phone: (314) 894-1330, Ext. 1287

Fax: (314) 894-0744

dmungenastsr@earthlink.net

