

# FNF

CUSTOMCOVERPROJECT.COM

## FRIDAY NIGHT FOOTBALL TAMPA BAY



# YOUR SCHOOL OUR COVER

GET YOUR TEAM ON THE FRONT COVER  
GENERATE SERIOUS MONEY FOR YOUR SCHOOL

2020

## CUSTOM COVER PROJECT

LIMITED EDITION PRESENTED BY



**AE ENGINE**  
media|marketing  
FNF@AE-ENGINE.COM  
727.209.0792

LEARN MORE AT [CUSTOMCOVERPROJECT.COM](http://CUSTOMCOVERPROJECT.COM)

# DO IT FOR THE SENIORS!

# WHAT IS THE FNF MAGAZINE CUSTOM COVER PROJECT?

The **Friday Night Football Custom Cover Project** is a one-of-a-kind, off-season program that recognizes your high school football program with a team-specific version of our newsstand magazine. Plus it includes the ability to make a sizable profit.

## YOUR CUSTOM COVER PROJECT INCLUDES THE FOLLOWING ELEMENTS:

- Your team on the Front Cover of Friday Night Football magazine
- Back cover of Friday Night Football magazine
- A Full-page team preview on your team that appears in the area wide edition which includes photography
- 200 copies of the magazine to use however you like





# WHY SHOULD YOU CONSIDER THIS?

**FNF Magazine guarantees you the following:**

- 1. YOUR TEAM ON THE FRONT COVER.** FNF magazine will publish a **special edition** of FNF magazine with your team on the Front Cover.
- 2. YOU ALSO OWN AN ADDITIONAL COVER PAGE.** Your school has the right to determine the content on **the Back Cover** of your special edition magazine. For example, your team could sell the Back Cover position page in the magazine to local business supporters or you could put your Cheerleaders and or Band on the page for Fundraising purposes.”
- 3. FULL PAGE TEAM PREVIEW WHICH APPEARS IN THE AREA WIDE EDITION OF THE MAGAZINE.** Your team receives a **full page team preview in the area wide edition of FNF magazine**, giving your school maximum exposure across Tampa Bay. This provides you with the opportunity to showcase your entire team as this page includes the ability to run a full team roster, action photos and headshots, a quick facts box, and last but certainly not least -- a 600 word team preview story that you approve before it goes to press.
- 4. SPECIAL DELIVERY OF YOUR MAGAZINES.** Your customized magazine will be delivered to your school by **early to early July**.

**In return, your school guarantees to pay FNF Florida Magazine a one-time payment of \$950 if you sign up before March 1. The price is increased to \$1,250 after March 1. Payment in either scenario is not due until June 1.**

# HOW TO RAISE FUNDS – OPTION 1

**If your team shies (or runs) away from fundraisers, here is how you can make the program work for you:**

**LARGE SCHOOLS: Solicit a local business or alumnus to underwrite the cost of the project. In order to justify this contribution you can...**

1. Designate the company as “The Presenting Sponsor” of the magazine and place their company logo on the front cover.
2. Provide the sponsor with the Back Cover ad in the magazine.

**SMALL SCHOOLS: If you live in a smaller community, divide the above opportunity among four or more businesses...**

1. Designate each company as “A Presenting Sponsor” of the magazine and place their company logo on the front cover.
2. Provide each company with a quarter-page advertisement on the back cover.

**Now that your cost is 100% covered, every magazine you sell moving forward delivers 100% profit for your team.**

1. Your team can sell the magazine during the preseason and regular season and keep 100% of the money raised.
2. You can operate with no pressure because every magazine sold is delivering 100% profit to your football team.

# HOW TO RAISE FUNDS – OPTION 2

**If your school excels with fundraisers, this is the way to go!  
Here is how you would execute this program...**

- 1. YOUR PLAYERS PRE-SELL THE MAGAZINE.** First, your team pre-sells the 200 copies at \$15 each. We even provide order forms for you to use! By the players letting their family and friends know that their team is going to be on the front cover of the magazines, and each player's name will be listed in the team profile, it shouldn't be any problem for each one of them to sell their copies. Every magazine they sell is truly a keepsake souvenir for the player's family and friends.
- 2. FIND LOCAL ADVERTISERS.** Next, your booster club or coaching staff could sell the back cover to your local business supporters to generate more revenue for your team.

**Example:** Let's say you have 50 total individuals selling your magazine, here is how you can make \$3,000 profit for your program.

- ✓ Each individual sells 4 magazines at \$15 per, which equals \$60 per individual.
- ✓ When all 50 individuals have completed their sales, you have generated \$3,000 for your school (200 magazines are sold).
- ✓ Additionally, your booster club or coaching staff sells the back cover to your top sponsors for \$1,000.
- ✓ In total, you have generated \$4,000 with your only expense \$950 -- which leaves you with a **profit of \$3,050.**

# CUSTOM COVER PROJECT VS. A TRADITIONAL FUNDRAISING PROGRAM

**The Custom Cover Project has some major benefits...**

- You are providing your team and their families with a **very unique keepsake** – something they will always remember not to mention keep forever!
- You are giving your fans a chance to **support the program** in a new way – and provide them with something that will excite them.
- You **do not have to operate under a strict two-week deadline to sell your inventory**. Your school is guaranteed the Front Cover and Back Cover pages of all 200 copies of the magazine. This will allow you time to sell the magazines and maximize the revenue generated from magazine sales.
- Your football team and fans will be thrilled with the **full page team preview** in this year's edition of FNF magazine.
- You will receive your version of FNF magazines in early July, which will allow for your team to either distribute (for those that go the preorder route) or sell its magazines quickly and efficiently.

# AGREEMENT



**READY TO SIGN UP?**

You can now secure your spot in the  
Custom Cover Project  
at the link below.

We look forward to working with you  
to fire up your players and your fans!

**SIGNUP AT**

**[www.customcoverproject.com/sign-up](http://www.customcoverproject.com/sign-up)**

Questions?

A.E. Engine, FNF magazine, 727.209.1750, [fnf@ae-engine.com](mailto:fnf@ae-engine.com), [www.FNFmagazine.com](http://www.FNFmagazine.com)