

“HOW TO” STEPS WHEN CONTACTING YOUR ADVERTISERS

1. Print all the forms/letters attached to this email and read through them to familiarize yourself with what we offer and how we promote them.
2. Identify your Advertisers / Contact Person / Phone Number on the Master Advertiser Spreadsheet. (The Master Advertiser Spreadsheet prints on legal size paper. If you do not have legal paper, cut 3 inches off a letter size paper and tape it to another sheet.)
3. Check IF an Advertiser has already paid for 2027. If so, no need to call.
4. If an Advertiser has not recommitted for 2027, call them:
 - a. Introduce yourself and that you are with Coyote Run Women's Golf League.
 - b. Offer appreciation for past advertising.
 - c. Explain that your call is to offer them the discounted price of \$225.00 for a year of advertising IF they submit their paperwork and payment BEFORE OCTOBER 31st. After the 31st, the rate goes to \$250.00.
 - d. Remind them what they receive for advertising:
 - i. 2 free rounds of golf at either Leisure World Golf Course-Heron/Coyote
 - ii. Business placard posted at 12 of our golfing events.
 - iii. Advertiser poster and handout with their name and phone number given to each member and posted our golfer's website.
 - iv. Business cards available to all golfers in our Golfer's Lounge.
 - e. Confirm their information on the MASTER ADVERTISER Spreadsheet is correct.
 - f. Send them an email and attach the 2027 Advertising Form.
 - g. Remind them to send their check and completed Advertiser Form to Mary Hayes.
 - h. Contact the Advertising Coordinator (Mary Hayes) after calling your Advertiser for her to:
 - i. Be watching for their form and payment or
 - ii. To remove them from the list for 2027 if they decline to recommit.
 - i. Recontact Advertisers about the 20th of October if they have not responded either way to allow time to get the special rate.

CONSIDER CONTACTING or SUBMIT NAMES of POTENTIAL NEW ADVERTISERS

1. Please print the Prospective Advertiser Letter and an Advertiser Form to either take to or email to a potential advertiser.
2. Upon obtaining a NEW Advertiser, **MAKE SURE THEY PROVIDE THE NAME AND NUMBER FOR THEIR GRAPHIC DESIGNER** on their Advertiser Form.
3. Submit their information ASAP for sign production. We receive the best rate when printing 3 signs at a time.
4. Only contractors need to provide their license number.
5. I am available if you have any questions that Mary is unable to answer.

Thank you!!!

MARY 916-705-5492

BOBBIE 701-523-6264

9-30-2026