

# Athletics/Group Yard Signs

**VARSITYGRAPHICS**

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## 2022-2023 Fundraising Information Kit

### Engage your community year-round while raising funds for your organization

Varsity Graphics' Athletic/Group Yard Sign Fundraising Programs charge up community engagement and multiply the joy of achievement, making it an excellent instrument for fundraising.

Our yard signs help you promote your schools, activities and clubs while creating a year-round source of fundraising income.

You can choose from full-service online sales and let Varsity Graphics take care of all the details, or choose to run the sales yourselves. Either way, you are giving your athletes, participants and kids the world-class recognition they deserve.

Varsity Graphics offers a variety of options including customization with names, making it easy for you to find the fit for your community and fundraising goals.

### SIGN UP TODAY!

To sign up for our Athletic/Group Yard Sign Fundraising Program, fill out the online enrollment form at [varsitygraphics.net/group-signs-enroll](https://varsitygraphics.net/group-signs-enroll).



### CUSTOMER TESTIMONIAL

"Varsity Graphics' Athletic/Group Yard Sign program is the easiest, most user-friendly fundraiser we've ever done. The end product is outstanding, the customer service is fantastic and they have the process working seamlessly."

Springboro Athletic Booster Club  
Springboro, OH







## CUSTOMER TESTIMONIAL

"From the start our experience with Varsity Graphics' yard sign fundraising program has been nothing but a 5-Star Rating. From the communication, service and product, it was nothing but great. Their staff was so accommodating. We highly highly recommend and will continue to use in the future."

*Poland Seminary Jr/Sr High School  
Poland, OH*

### Why Varsity Graphics?

Varsity Graphics' Athletic/Group Yard Sign Fundraising Program was developed with a strong desire to assist organizations in raising money while promoting pride throughout their student population, families and community.

### Unique Fundraising With High Quality Products

No more selling candles, cookies, candy bars and pizza kits. Varsity Graphics' Athletic/Group Yard Sign Program is a refreshing alternative to traditional fundraising programs. Our custom designed signs are made from durable coroplast sheeting, printed full color and include metal yard stakes.

### Year-Round Fundraising Source

Many organizations offer three sales a year to compliment their season activities (Fall, Winter, Spring), providing a steady source of fundraising income for their programs. Yard sign fundraisers are great for:

- Boosters Clubs
- Youth Sports Leagues
- High Schools
- Individual Teams/ Organizations

### Set Your Own Prices

You choose your price and keep 100% of your profits. There is no set profit margin for your yard sign sale. We give you the cost of the signs and you set the price point that works best for your school.

### Optional Online Ordering

Taking orders and collecting money are time consuming for volunteers. Varsity Graphics makes it easy with optional online ordering. You receive instant email notification for every sale and you get your earnings check within two weeks of the completion of your sale.

### Customized Marketing

Varsity Graphics understands the time commitment and efforts involved in running fundraising programs. We are ready to handle the details for you by providing custom designed marketing products so you can enjoy an easy and successful fundraising experience.



# HOW THE PROGRAM WORKS

## DESIGN PROCESS

**1** Choose from our selection of custom-designed yard signs. Varsity Graphics has a catalog of pre-designed signs for you to choose from (see pages 5-7), or we can create a custom design based on your specifications (additional charges may apply). Varsity Graphics will customize your signs with your school/organization logo(s), colors and teams, groups, clubs, etc.



## CHOOSE YOUR DEADLINE DATES AND PROMOTE YOUR SALE

**2** Most organizations run three sales per year to coordinate with Fall, Winter and Spring seasonal activities. To help promote your fundraiser, Varsity Graphics will provide you with a complimentary PDF brochure and digital advertisement with you can use to distribute to your community and beyond.



## CHOOSE FULL SERVICE ONLINE OR VALUE SALES MODEL

**3** Varsity Graphics offers two pricing models so organizations can choose what works best for their volunteers and community. **FULL SERVICE:** Varsity Graphics creates a custom webpage to collect all orders online. You get instant email notification on every order as well as access to an online portal to check your cumulative sales anytime you wish. Your proceeds check is mailed within two weeks of the conclusion of each sale. **VALUE:** Your organization is responsible for collecting all orders and payments. You compile your sales in a spreadsheet and pay for your signs and keep your proceeds.



## PROOFING, MINIMUMS, PRINTING AND DELIVERY

**4** Upon conclusion of your sale deadline(s), Varsity Graphics will provide you with a PDF proof of the batch for your review and approval. Signs will be FedEx delivered directly to you within four business days of the proof approval. Shipping fees are included in the price of the signs.



## PAYMENT

**5** If you selected full-service online sales, you will receive a proceeds check by mail within two weeks of the completion of each sale deadline. If you select the value sales model, you make one payment and keep your proceeds.

Varsity Graphics Has Helped Schools and Groups Raise Over

# \$175,000

Over the past two years, Varsity Graphics has helped school groups raise over \$175,000. The average funds raised per program is \$1,000, with some groups raising as much as \$6,000+.



# 2022-2023 ATHLETIC/GROUP YARD SIGN PRICING

Our signs are printed in full color on 4mm coroplast, are waterproof and printed with vibrant ink guaranteed not to fade over time. Custom sizes and contour shapes are available (additional fees may apply).

## FULL-SERVICE PRICING

Varsity Graphics sets up a web page to collect individual orders, customization and payment.

- All signs are shipped in bulk to one address.
- Allow seven business days for production and delivery.
- Organization is responsible for distribution to individual families.
- Price includes marketing materials, printing, yard stakes, shipping and credit processing fees. Sales tax (if applicable) will be collected at the time of purchase.
- Online credit card processing fees are included for signs sold up to \$45. Any price point above \$45 will incur a 3% surcharge on the difference in price.

### RECTANGULAR STANDARD

Standard design(s) without personalization.

*Suggested Retail Price: \$20-\$25 each*

**FRS11 Single-Sided: \$11.50 Each**

**FRS12 Double-Sided: \$12.50 Each**

### RECTANGULAR PERSONALIZED

Standard design(s) with printed individual names and/or jersey numbers.

*Suggested Retail Price: \$25-\$30 each*

**FRP1 Single-Sided: \$16.50 Each**

**FSP2 Double-Sided: \$17.50 Each**

### CONTOUR SHAPE STANDARD

Custom contour-shape design without personalization (available single-sided only).

*Suggested Retail Price: \$30-\$35 each*

**FCS1 Single-Sided: \$18.50 Each**

### CONTOUR SHAPE PERSONALIZED

Custom contour-shape design with printed individual names and/or jersey numbers (available single-sided only).

*Suggested Retail Price: \$35-\$40 each*

**FCP2 Single-Sided: \$20.50 Each**

## VALUE PRICING

Organization is responsible for collecting individual orders, payments and sales tax (if applicable) and submits final order to Varsity Graphics in bulk.

- Organization provides all sign data in spreadsheet format.
- All signs are shipped in bulk to one address.
- Allow seven business days for production and delivery.
- Organization is responsible for distribution to individual families.
- Organization must submit full payment via check. Signs go into production after final proof approval and payment has been received. Organization may pay via credit card for an additional 3% fee.
- Price includes printing, yard stakes, shipping.
- Minimum order: 12

### RECTANGULAR STANDARD

Standard design(s) without personalization.

*Suggested Retail Price: \$20-\$25 each*

**VRS1 Single-Sided: \$9.00 Each**

**VRS2 Double-Sided: \$10.50 Each**

### RECTANGULAR PERSONALIZED

Standard design(s) with printed individual names and/or jersey numbers.

*Suggested Retail Price: \$25-\$30 each*

**VFP1 Single-Sided: \$14.50 Each**

**VRP2 Double-Sided: \$15.50 Each**

### CONTOUR SHAPE STANDARD

Custom contour-shape design without personalization (available single-sided only).

*Suggested Retail Price: \$30-\$35 each*

**VCS1 Single-Sided: \$16.50 Each**

### CONTOUR SHAPE PERSONALIZED

Custom contour-shape design with printed individual names and/or jersey numbers (available single-sided only).

*Suggested Retail Price: \$35-\$40 each*

**VCP1 Single-Sided: \$18.50 Each**

# RECTANGULAR DESIGN SELECTIONS - Page 1

Varsity Graphics currently offers six design templates for you to choose from. All signs are customized with your organization name, colors and activities. Please contact Varsity Graphics if you prefer a custom-designed sign for your program(s). Additional fees may apply.

## DESIGN A: GRAPHIC PIC

- Size: 24"x16"
- Right top corner includes graphic of sports/activity
- Customized with organization name, colors and logo
- Can be personalized on the bottom with participant name and jersey number (optional)



## DESIGN B: CENTER STRIPE

- Size: 24"x16"
- Right center circle includes graphic of sports/activity
- Customized with organization name, colors and logo
- Participant's name included horizontally in center of sign.
- Only available for personalization (no Standard Pricing)



## DESIGN C: SPLIT LOGO

- Size: 24"x16"
- Left side includes logo graphic
- Includes graphic of sports/activity
- Customized with organization name, colors and logo
- Can be personalized on the bottom with participant name and jersey number (optional)





## RECTANGULAR DESIGN SELECTIONS - Page 2

### DESIGN D: STARBURST

- Size: 24"x16"
- Top corners includes graphic of sports/ activity
- Customized with organization name, colors and logo
- Can be personalized on the bottom with participant name and jersey number (optional)



### DESIGN E: CLASSIC

- Size: 24"x16"
- Customized with organization name, colors and logo
- Can be personalized on the bottom with participant name and jersey number (optional)



### DESIGN F: CIRCLE LOGO

- Size: 24"x16"
- Customized with organization name, colors and logo
- Can be personalized on the bottom with participant name and jersey number (optional)





## CONTOUR SHAPE SAMPLES

Looking for something different? Varsity Graphics can create a special contour shape sign that is just right for your fundraiser. Below are a few samples of signs we've done in the past. Contour shape signs vary in size.

