

## 27.00 MARKETING COMMUNICATIONS

### 27.01 Mailing Label Usage

27.01.1 Single-use mailing list rental is available for members, sponsors, colleges and soccer related businesses to reach our membership with communications, tournament promotions and appropriate product advertisements.

27.01.2 To ensure the quality of advertising, the Oklahoma Soccer Association retains the right to preview and approve or deny any mailing to ensure appropriate content for our audience.

27.01.3 All requests will be processed through an approved bonded mailing to insure the confidentiality of member information.

27.01.4 Mailing list rentals are requested by completing an application form with the required demographic needs and confidentiality statement. An example of the mailing piece and payment is required to process the request. Once approved, the mailing information will be sent directly to a bonded mailing house. OSA can recommend a bonded mail house if one has not already been selected.

27.01.5 The cost is \$.10 per address with a minimum \$500.00 order for 5000 addresses. OSA members are not required to meet the minimum order of \$500.00 and will only be charged by the quantity amount requested. Once an order is placed and addresses sent to a bonded mailing house there will be no refunds and full amount due if the mailing is cancelled.

### 27.02 EMAIL MARKETING

27.02.1 Single-use email address marketing rental is available on a more limited basis for OSA programs or related soccer events, sponsorship requirements and colleges/universities to reach our membership with communications, promotions and college camp advertisements. Club camps and clinics are not available for email marketing.

27.02.2 The cost is \$250.00 per email marketing promotion for colleges/universities who also purchase direct mail mailing labels. To purchase just email addresses the cost is \$.10 per email address. Once an order is placed and processed there will be no refunds and full amount due if the emailing piece is cancelled.

27.02.3 All OSA members with a sanctioned club/country tournament will receive one free email marketing promotion per tournament as part of their sanction fee benefits. Tournament email marketing will include only adult coaches, managers and volunteers. It will be the club/country's responsibility to complete an email marketing application with a desired promotion date. Members may purchase one additional emailing promotion at \$500.00 or as part of an advertising package. **Effective date: 1/1/2012**

27.02.4 All requests will be processed through OSA's approved email provider to insure the confidentiality of member information. No email information will be provided directly to a requesting outside source.

27.02.5 Email marketing list rentals are requested by completing an application form with the required demographic needs and confidentiality statement. An example of the emailing piece and payment is required to process the request.

27.02.6 To ensure the quality of advertising, the Oklahoma Soccer Association retains the right to preview and approve or deny any emailing request to ensure appropriate content for our audience.