



## **2010 A.D. STARR – NCBA REFERRAL FUNDRAISING PROGRAM**

### HOW IT WORKS

- Members of your team search for and contact local youth baseball/softball programs in your area for the purpose of finding potential new A.D. Starr customers. (Examples: Little Leagues, Pony Leagues, Dixie Leagues, Babe Ruth Leagues, USSSA, ASA, or any other recreational baseball/softball league)
- The league must meet the following conditions to qualify:
  - Must consist of a minimum of 150 players.
  - Must NOT already purchase from A.D. Starr.
  - You are required to talk to the contact (President or Equipment Manager) not just look up their contact information online, in the phone book, or via 2<sup>nd</sup> hand word of mouth.
  - A new league is credited as a qualifying lead if the contact tells you that they have a sincere interest and will accept a call from A.D. Starr about their equipment needs for the upcoming season.
- You are then required to furnish A.D. Starr with a completed referral form (below) for the qualifying league which your team is referring.

### WHAT YOU GET

- For each new qualifying leads that your team refers, your team will receive a \$25.00 credit towards any of A.D. Starr's 2010 Catalog Items (2010 Catalogs will be available in mid/late October) excluding Richardson Caps and Official NCBA Game Balls. (Maximum credit of \$100 for the first 4 qualifying referrals per year, however you are welcome to refer more than 4 qualifying leagues)
- If any of the qualifying leagues that your team refers decide to purchase through A.D. Starr for the upcoming season, your team will receive a 4% CASH commission from A.D. Starr on all sales generated from your qualifying referral.
- In addition, should your qualifying referrals continue to purchase from A.D. Starr after this coming season, your team will continue to receive a 4% CASH commission from A.D. Starr each year on sales generated from your referrals!



## THE BREAK DOWN

- What can \$100 of A.D. Starr catalog credit get you? (Examples are estimates and can fluctuate based upon shipping costs and sales tax)
  - 4 dozen AD100PB Practice Balls
  - Full Set of A.D. Starr Catcher's Gear
  - (7) All Star Batting Helmets
  - (3) Batting Tees
  - Equipment Bags
  - And much, much more!
- The average youth league usually spends approximately \$5000 a year on equipment and uniform purchases.
  - That's an average of \$200 CASH per qualifying referral that decides to purchase from A.D. Starr.
  - If all 4 of your referrals decide to purchase from A.D. Starr that's an average of \$800 CASH back to your team!
  - You are certainly welcome to refer more than 4 leagues per year, and you will receive 4% CASH commission on all sales generated from ALL qualifying referrals.
- Looking long term, this can be a fundraiser that keeps on giving!
  - If your 4 referrals earn your team \$800 the first year, and then continue purchase from A.D. Starr at about the same pace, that's approximately \$800 EVERY YEAR for your team with ZERO additional work on your end. Leave it to us to keep them as satisfied customers.
  - Now imagine that next year your team refers 4 more qualifying leagues that all also purchase roughly \$5000 a year from A.D. Starr. Now your team is receiving \$1600 CASH a year in commissions!

## TIPS AND SUGGESTIONS

- As you contact your prospective referrals, you should let them know that A.D. Starr is the official supplier game balls, practice balls, and caps to the NCBA, and that we also supply many of the teams with equipment and other baseball/softball needs.
- You should let them know that A.D. Starr only sells direct, which in turn will save them on all their league purchases.
- You should also let them know that A.D. STARR offers volume discount pricing off the catalog prices.
- You should let them know about A.D. Starr's outstanding customer service and product quality.
- You may want to inform your prospective referrals that A.D. Starr and the NCBA are working together on this program. Hopefully, they will want to help you and your team, which could sway their interest and eventually their decision to purchase through A.D. Starr.



**2010 A.D. STARR – NCBA REFERAL FUNDRAISING PROGRAM  
REFERAL FORM**

NAME OF QUALIFYING LEAGUE: \_\_\_\_\_

CONTACT FOR THE LEAGUE: \_\_\_\_\_

PHONE NUMBER OF CONTACT: \_\_\_\_\_

EMAIL ADDRESS OF CONTACT: \_\_\_\_\_

MAILING ADDRESS OF CONTACT: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

NAME OF REFERRING NCBA TEAM: \_\_\_\_\_

CONTACT FOR THE TEAM: \_\_\_\_\_

PHONE NUMBER OF CONTACT: \_\_\_\_\_

EMAIL ADDRESS OF CONTACT: \_\_\_\_\_

MAILING ADDRESS OF CONTACT: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Submit Referral Form to: [info@adstarr.com](mailto:info@adstarr.com)

Or

A.D. Starr  
61 S. 4<sup>th</sup> Street  
Pittsburgh, PA 15219  
Fax: 800-354-5289

Call Chuck or Dave with any question  
Phone: 800-ITS-A-HIT