

Dear Fresno State Supporter,

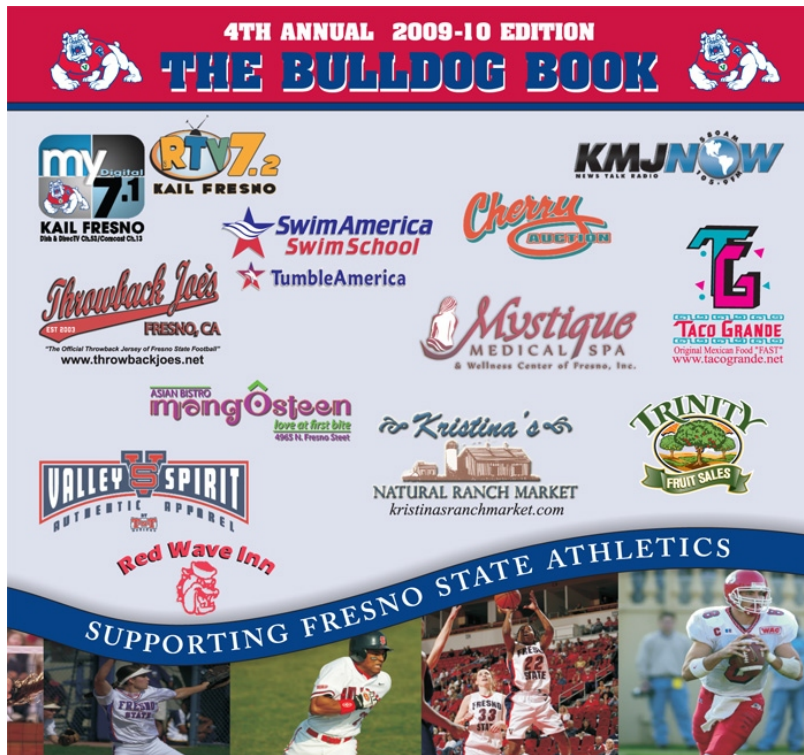
As a supporter of Fresno State, we are pleased to invite you to participate in a unique opportunity to grow your business while supporting Fresno State Athletics.

The 4th Annual Bulldog Book is now being put together, to be the best coupon book available for our Fresno & Clovis Community. We are going to create a premium coupon book valued in the "Thousands" and sell for only \$20.00 dollars. Proceeds from the sale of the book will benefit the Fresno State Athletic Department. By placing a coupon in the Bulldog Book, you will be adding value to the book, while increasing your customer flow.


We are positioning The Bulldog Book as a premium coupon book and are asking for coupons that can only be found in The Bulldog Book.

Space is limited and spots are filling up fast. Coupon deadline is July 30, 2009. (If you know you want to go in the book, please don't wait until the deadline as this will bottleneck our printing process.) To place a coupon in the Bulldog Book, it is only \$300 an ad (you can place more than one ad). Please fill out the attached order form and fax or email to The Bulldog Book - Fax 559/438-9219 Office 559/439-7283 or email thebulldogbook@comcast.net

For more information please call Jeff Rymer at:



THE BULLDOG BOOK
Supporting Fresno State Athletics



Jeff Rymer
2037 W. Bullard Ave., Suite 200
Fresno, California 93711
Bus: (559) 439-SAVE (7283)
Cell: (559) 285-0590
Fax: (559) 438-9219

www.thebulldogbook.com
Email: thebulldogbook@comcast.net

Cover

Sample Coupon



Pardini's
CATERING & BANQUETS
2257 West Shaw Avenue
(Corner of Shaw and Van Ness)
Fresno, CA 93711-3408
www.pardiniscatering.com



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Fresno, CA 93711-3408

FREE BREAKFAST OR LUNCH
when a second breakfast or lunch of equal or greater value is purchased.
www.pardiniscatering.com
Exclusive Caterer for the Fresno Convention & Entertainment Center

Not valid with any other coupon or discount.
One Coupon Per Table Per Visit. Dine in only.
Must Present Coupon With Order.
OFFER EXPIRES 12/31/2009

Max Value \$17.95

FOOD & DINING

198A

The Bulldog Book

Supporting Fresno State Athletics

How The Book Will Be Promoted

- **Kick off Dinner** -- Tabling location to sell "Bulldog Books"
- **Tip Off Luncheon (7)** -- Tabling location to sell "Bulldog Books"
- **Quarterback Luncheon (7)** -- Tabling location to sell "Bulldog Books"
- **Golf Events** -- Promotional Flyers at every Home Golf Event and Fund-raise
- **Direct Mailers** -- Direct Mail Insert to every Football and Men's Basketball season ticket holder (15,000)
- **Bulldog Booster Groups** -- Will promote the "Bulldog Book"
- **FSU Marching Band**
- **The Bulldog Shop** - For Sale at The Bulldog Shop
- **TV Advertisement** - TV advertisements on Bulldog Sports Network during Mens Football and Basketball Games. Will include full color graphic and scripted drop in.
- **FSU Website** - Rotating animated run of site, full color banner advertisement on the official website of Fresno State athletics.
- **Men's Basketball Program** - ½ Page ad in every addition of the 2009 Bulldog Mens Basketball program.
- **KMJ** -Sponsoring The Bulldog Book
- **KAIL** -Sponsoring The Bulldog Book



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FOOD & DINING

Business Name: _____

Contact Name: _____

Address: _____

Phone/Fax: _____

Email: _____

Web Site: _____

Ad Information: _____

Maximum Value Offered on Coupon: _____

Additional Instructions: _____

All artwork needs to be camera ready. please provide a hard copy along with an electronic file. Photocopies are not considered camera ready. Non electronic files may be charged an additional setup fee. Please Email art to thebulldogbook@comcast.net

Coupon is 5.5 x 3.42. Anything in red cannot be altered on coupon. All logos will be reproduced in greyscale. Preferred art would be in pdf format. Will accept Illustrator, photoshop, corel, publisher. Will also accept word, tiff and jpg but not preferred. All art must be at least 300 dpi.

Not responsible for errors in art once approved by all parties.