



As a **Supplier** or **Manufacturer** of Pool related goods and accessories, your number one objective is probably to get your product in front of as many pool players as possible... and I'm sure that dedicated league players would be an added bonus! Well, the **VNEA** (*Valley National 8-Ball League Association*) can help you with just that... **AND MORE!**

With 100,000 league players in over 40 States, 6 Canadian Provinces and Several Foreign Countries over the years, the VNEA is your direct path to your target audience! The VNEA has a popular FACEBOOK Page (*nearly 10,000 Fans*), a comprehensive Website (*VNEA.com*), a Bi-Monthly, On-Line Full-Color Players Magazine (*8-Ball News & Views*) and a number of other player-focused programs in which to spread the news about the VNEA and its supporters to its Member base!

With our “**44th Annual**” **VNEA World Championships** planned for May 23rd - June 1st, 2024, we will once again host nearly 5,000 excited League Players at the Westgate Resort & Casino in Las Vegas, Nevada. This is a perfect chance to get your products in front of a captivated and overly anxious audience that is already 100% interested in what you're selling!

Please review the attached information about your potential of becoming a Supplier/Manufacturer Member of one of the most exciting Pool Leagues Associations in the world today! Should you have any questions or need further information, please do not hesitate to contact me at (800) 544-1346.

I look forward to hearing from you soon.

Sincerely,

**VALLEY NATIONAL 8-BALL LEAGUE ASSOCIATION, INC.**

Brian Elliott - **VNEA**  
*Director of Marketing & Promotions*





201 S. Henry Street • Bay City, MI 48706  
Phone (989) 893-1800 • (800) 544-1346 • FAX (989) 893-0103

If you're looking to promote your product, then take a look at the *World's Greatest Amateur Pool League Association*. You may be missing the boat and a boat-load of cash that they generate!

**Maybe you just haven't taken the time to review VNEA's Benefits?** Take 5 minutes TODAY and read the attached.

**Maybe you think you don't have the time to make it work? IT'S YOUR BUSINESS!** Make the time, it'll be worth it.

**Here's a little bit about us...** (you can also find out more at [VNEA.com](http://VNEA.com))

The **Valley National 8-Ball League Association (VNEA)** is a non-profit organization established to promote the game of pool on coin-operated equipment. The membership is comprised of men, women and junior players, coin machine operators and manufacturers.

Founded in 1979, the VNEA has shown tremendous growth, success and stability by expanding from 2,500 members the initial season to nearly 100,000 players currently.

These 100,000 men and women players will visit their local establishments two or three times a week and play more than ten million games of pool in competition and practice.

Over the years, teams from over 40 states, and over 20 foreign countries have competed each week in organized league play. These sanctioned players will receive:

- **Membership Patches / Pins** • **Official Publication - VNEA "8-Ball News & Views"** • **Awards Program**
- **Standardized Set of National Rules** • **Local, State and World Tournaments** • **Handicap & Rating Systems**

VNEA's very attractive, full-color magazine is posted bi-monthly to [VNEA.com](http://VNEA.com) for all of our players, and the world, to enjoy. Reaching this vast market of pool enthusiasts offers an excellent vehicle and medium for advertisers who wish to promote their products or services, enhance their images and establish a competitive edge by communicating directly with our players and operator members.

The VNEA also offers advertisers the opportunity to promote their product at our **World Championships** held each year as follows:

**Tournament Program** - This two-color souvenir program featuring rules, events, previous champions and much more is read and retained by participants and attendees.

**Tournament Booths** - Booth space is available in the tournament room, which is a very popular and excellent opportunity to display your products and/or services.

Review the enclosed information and make the decision to become involved with the greatest association of its kind - **The Valley National 8-Ball League Association.**

If you have any questions or need additional information, please contact Brian Elliott, Director of Marketing & Promotions, at the VNEA Headquarters by calling **800.544.1346** or send him an e-mail at: [info@vnea.com](mailto:info@vnea.com).



## Las Vegas... VNEA Style.

Each and every year, the VNEA puts on a season culminating tournament that is second to none in the world! Players from all over the country and the world compete for cash prizes and other tournament awards. This unique World competition is always fresh and exciting for the amateur players that travel across the country to take part. League Champion teams and other qualified players are cordially welcome to participate in this prestigious event. The annual event will take place at the beautiful **WESTGATE RESORT & CASINO** during the week of **Memorial Day**.

The VNEA spares no expense for this occasion, scheduling events from live entertainment to trick shot artistry to an illustrious Awards Banquet. The Tournament Committee works hard to ensure that the event is conducted in a smooth and professional manner in order to make the players feel comfortable and at ease. This is apparent by the growing number of players that the tournament is attracting. As the players increase, so does the cash prize money which will continue to grow and appeal to even more players.

**The VNEA ball is rolling and now is the time to climb aboard and reap the benefits that the Association offers.**



## The VNEA Influence!

*In addition to reaching new players Nationwide and around the World, here's how your Company can benefit by becoming a member of the VNEA...*

- **Your company will play a prominent role in the growth of the world's largest pool league association of its kind and repeated exposure to thousands of league players for your products and services, night after night, throughout the league year.**
- **VNEA membership makes you an "INSIDER" and demonstrates your commitment to the operators and player members for greater industry and league activity.**
- **Promotional opportunities that can be developed by mutual agreement between your company and fellow members of VNEA.**
- **The use of the VNEA logo on your product literature and advertisements identifying your company as a proud Member.**
- **As a new Member of the VNEA, you may receive huge Advertising and Exhibit Booth Discounts.**
- **As a new Supplier/Manufacturer Member of the VNEA, you will receive the following dollar values during your first year of membership:**
  - A **FREE** one-half page ad in each issue of the "8-Ball News & Views" (Value - \$1,375) (Full Page - Half Price)
  - A **FREE** one-half page ad in the World Championships "Tournament Program" (Value - \$300) (Full Page - Half Price)
  - One Exhibit Booth at our World Championships at no charge (Value - \$500)
- **The following benefits are available to you as a Supplier/Manufacturer member each and every year:**
  - Discount Hotel Rates at the World Championships in Las Vegas
  - All Advertising is available at a 25% discount, after your initial year of membership
  - World Championship Booth Space. (Booth space is only available to members of the VNEA)
  - Complimentary World Championships Banquet Tickets
  - Sponsorship Programs

**Call 800.544.1346 or visit [VNEA.com](http://VNEA.com) for more information.**

# VNEA Advertising

The “8-Ball News & Views” is the official publication of the Valley National 8-Ball League Association. This very attractive and colorful, bi-monthly magazine is available to your company to transmit your products or services to the pool and billiard industry. The “8-Ball News & Views” is a splendidly entertaining and informative magazine that contains materials of interest to pool players of all ages.

We have tracked the number of hits that our magazine receives on our VNEA Home Page, and the results are through the roof (**over 50,000 Hits per issue**). What this means is that more people are seeing your ads than when we were just printing the magazine. As you will see, more and more companies with publications are going strictly to on-line magazines. Research has shown that on-line magazines reach a broader audience therefore bringing more visibility to your ads and our sport.

With readers in over 40 States and over a dozen Countries, this popular publication sees the world. Some of our magazine highlights are the following:

- **Regional news from leagues around the country**
- **International league news from around the world**
- **Intriguing pool related articles and features**
- **Rules Trivia and much more**
- **Instructional Tips**
- **Tournament Information**
- **Dazzling Trick Shots**

## Manufacturer Discounted Advertising Rates...

<b>Ad Size</b>	<b>(Discounted Rate) Magazine Ad</b>	<b>(Regular Rate) Magazine Ad</b>	<b>Tournament Program Ad</b>
Full Page	<b>\$500</b>	\$650	<b>\$500</b>
1/2 Page	<b>\$275</b>	\$375	<b>\$300</b>
1/4 Page	<b>\$150</b>	\$200	<b>\$200</b>
1/8 Page	<b>\$55</b>	\$75	<b>\$100</b>

## Advertising Deadlines

<b>Issue Date</b>	<b>Deadline</b>
January	December 15
March	February 15
May	April 15
<b>Tr. Program</b>	<b>April 1</b>
August	July 15
November	October 15



## General Information...

**Advertising Contract:** A completed Advertising Contract must be in our files before any ad can be placed. Our standard advertising contract is available upon request.

**Deadlines:** Advertising Deadlines are absolute. No ads or changes in ad copy will be accepted after the deadline.

**Terms:** The rates provided are the net rates.

**Payments:** Must be submitted with orders.

**Tournament Booths:** Booth Space is available by contacting VNEA Headquarters.

# Vegas Sponsorship Plans

Please select one (1).

Over 5,000 dedicated and excited VNEA Sanctioned League Players from over 30 States and several Foreign Countries, including 6 Canadian Provinces, will compete on over 300 **Valley** Pool Tables for a chance at a piece of the \$500,000+ Purse and coveted titles in one of our 50+ unique events.

## **PLAN V:**

- Sponsorship of one of the Team or Singles Events
- Rights for one year to the title:  
*"Sponsor of the VNEA World Championships"*
- Recognition in all Press Releases
- National Magazine Advertisement
- Company Banner or Gobo displayed at Tourney Site
- Two complimentary Banquet Tickets
- VIP seating at all Special Events
- **Amount \$1,000**

## **PLAN E:**

- Sponsorship of two events of your choice
- Rights for one year to the title:  
*"Sponsor of the VNEA World Championships"*
- Recognition in all Press Releases
- National Magazine Advertisement
- Company Banner or Gobo displayed at Tourney Site
- Eight complimentary Banquet Tickets
- Tournament Program Advertising at no charge
- Tournament Booth at no charge
- Complimentary Room at WESTGATE up to 7 nights
- VIP seating at all Special Events
- Article in Magazine about your Company
- A Day at a WESTGATE Pool Cabana to entertain
- A Link to your Website on VNEA.com
- **Amount \$3,500**

**Place:** Las Vegas, Nevada

**Hotel:** Westgate Resort & Casino

**Official Table:** Valley Bar Tables

## **PLAN N:**

- Sponsorship of one of the Team or Singles Events
- Rights for one year to the title:  
*"Sponsor of the VNEA World Championships"*
- Recognition in all Press Releases
- National Magazine Advertisement
- Company Banner or Gobo displayed at Tourney Site
- Four complimentary Banquet Tickets
- Tournament Program Advertising at no charge
- Tournament Booth at no charge
- VIP seating at all Special Events
- A Link to your Website on VNEA.com
- Article in Magazine about your Company
- **Amount \$2,500**

## **PLAN A:**

- Sponsorship of two events of your choice
- Rights for one year to the title:  
*"Sponsor of the VNEA World Championships"*
- Recognition in all Press Releases
- Sponsorship of one of the Tournament Paraphernalia  
*- example: flags, pocket discs, lights, etc.*
- National Magazine Advertisement
- Company Banner or Gobo displayed at Tourney Site
- Eight complimentary Banquet Tickets
- Tournament Program Advertising at no charge
- Tournament Booth at no charge
- Complimentary Room at WESTGATE up to 7 nights
- Airfare Allowance (\$500 limit)
- VIP seating at all Special Events
- Article in Magazine about your Company
- A Day at a WESTGATE Pool Cabana to entertain
- A Link to your Website on VNEA.com
- Periodic e-mails to Operator Members regarding your product promo's
- **Amount \$5,000**

# VNEA Supplier/Manufacturer Membership Application

VNEA Headquarters • 201 S. Henry Street • Bay City, MI 48706  
Ph: 800.544.1346 • Fax: 989.893.0103 • e-Mail: info@VNEA.com



**Company Name** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Phone \_\_\_\_\_ e-Mail \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

**Please check (1) box below...**

- Corporation**       **Partnership**  
 **Sole Proprietor**

## Principals and Titles

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Description of Products and/or Services

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

## Authorized Signature

*I affirm that the information contained in this Application is true and hereby make application to the VNEA for Membership.*

### VNEA Fee Schedule

<b>Annual Fee (7/1 - 6/30)</b>	<b>\$1,500</b>
<b>New Member Initiation Fee</b>	<b>\$1,000</b>
<b>Total 1st Year Fee (US\$)</b>	<b><u><u>\$2,500</u></u></b>

### Method Of Payment

- Check** (Payable to VNEA)     **Credit Card**

### Credit Card Information

- VISA     Master Card     Discover     AMEX

Credit Card # \_\_\_\_\_

Credit Card Zip Code \_\_\_\_\_

CVV# \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name On Card \_\_\_\_\_

Signature \_\_\_\_\_

- A 3% Convenience Fee is added to all credit card usage, which is not greater than our cost of acceptance.

**Owners Signature** \_\_\_\_\_

**Date** \_\_\_\_\_