



SPONSORSHIP PACK 2013

Dear Friend of SWAC,

Each year we reach out to corporate leaders like you to partner with the SWAC Swim Team. I am writing to invite you to participate in our sponsorship program.

Today, the SWAC Swim Team is comprised of 200+ swimmers actively striving to maximize their competitive swimming potential and to develop positive character traits. The team accomplishments over the past nineteen years of the organizations' history are significant. Our sponsorship program puts you front and center with an audience that is the "Who's Who" in Indiana Swimming and aligns your organization with the strength and determination of our accomplished team of swimmers, coaches and parents.

The attached pages provide additional details about our program, and also outline the marketing benefits to your company should you choose to participate. As an added incentive, Luarde Dental Care has made a very generous offer. In addition to their \$2,000 sponsorship, they are willing to donate an extra \$100 to SWAC for any sponsor that increases their annual giving by \$500 from the previous year's level, or for any new \$500 sponsor – up to \$1,000 for a total donation of up to \$3000!

If you have any questions, please contact Diane Wilson at 260 445 5306.

Sincerely,

Mike Luarde
Tim Wiggins
Diane Wilson
SWAC Fundraising Committee



SWAC Swim Team Fact Sheet

Mission: SWAC Swim Team provides all of its swimmers the opportunity to maximize their competitive swimming potential and to develop positive character traits in a family-friendly atmosphere that provides an enjoyable growth experience for all.

History: SWAC Swim Team was formed in 1994 by a small group of residents of southwest Allen County and has grown to over 200 swimmers. An executive board of parents and the head coach manages the SWAC organization. SWAC competes as a team in Indiana and throughout the Midwest under the sanction of the national governing body - USA Swimming, Inc. and the State's governing body - Indiana Swimming, Inc. SWAC operates as a not-for-profit organization.

Team: 200 + swimmers from age 6 to age 18

Board:	President	Mike Luard D.D.S
	Vice President	Tim DeLong
	Treasurer	Jeff Krivacs
	Head Coach	Chad Englehart
	Business Manager	Diane Wilson
	Competition Director	Debbie Nussear
	Comp Director Asst	Johanna Ducker
	Communications Chair	Jennifer Hans
	Spirit Wear Chair	Lindsay Franklin
	Risk Management Chair	Randy Minobe
	Fundraising Chair	Tim Wiggins
	Members at Large -	Jason Koehrn, Brett Hagedorn

Achievements

- USA Swimming Olympic Trials Qualifiers in 2000, 2004, 2008 and 2012
- Indiana Open Water State Championships- Team Champs in 2007, 2008 & 2009
- Over 100 National High School All-Americans
- Over 30 USA Swimming Nationally Ranked swimmers (including a #1 ranking)
- Multiple Indiana Swimming State Record Holders
- Dozens of High School and Club individual Indiana State Champions
- USA Swimming 'Bronze Medal' club in 2007, 2008, 2009, 2010 & 2012
- Largest competitive swim program in Northeastern Indiana
- Coach Keefer honored as the Indiana Developmental Coach of the Year- 2011
- Coach Englehart honored as the Indiana Coach of the Year- 2003, 2004 and 2009



**Sponsor Recognition Levels
2013 Short Course and 2014 Long Course Seasons**

Platinum Sponsor **\$2,000 and over**

- Corporate Representation on the **front** and **back** cover of both the SWAC Fall and Spring swim meets' heat sheets. Attendance at these events has historically exceeded 950.
- Full page advertisement in both the SWAC Fall and Spring swim meets' heat sheets. Attendance at these events has historically exceeded 950.
- Prominent corporate logo on all SWAC Team shirts worn by over 250 SWAC members annually.
- Corporate logo on one 4' x 6' Meet Banner viewed by approximately 950 people over three continuous days during both the Fall and Spring swim meets
- Advertisement on the Hoosier Authority web site, in association with Homestead High School Swimming with approximately 35,000 unique visitors monthly.
- Static corporate logo on each page on the www.swacswim.org homepage with approximately 9,000 unique visitors monthly.

Diamond Sponsor **\$1,000**

- Corporate logo on the **back** cover of both the SWAC Fall and Spring swim meets' heat sheets. Attendance at these events has historically exceeded 950
- Full page advertisement in both the SWAC Fall and Spring swim meets' heat sheets. Attendance at these events has historically exceeded 950.
- Corporate logo on all SWAC Team shirts worn by over 250 SWAC members annually.
- Corporate logo on one 4' x 6' Meet Banner viewed by approximately 950 people over three continuous days during both the Fall and Spring swim meets
- Scrolling corporate logo on the www.swacswim.org homepage with approximately 9,000 unique visitors monthly.

Gold Sponsor **\$500**

- Full page advertisement in both the SWAC Fall and Spring swim meets' heat sheets. Attendance at these events has historically exceeded 950.
- Small corporate logo on all SWAC Team shirts worn by over 250 SWAC members annually.
- Corporate Representation on one 3' x 5' Meet Banner viewed by approximately 950 people over three continuous days during both the Spring and Fall swim meets
- Group sponsor recognition SWAC Swim Team website www.swacswim.org

Silver Sponsor **\$250**

- One-half page advertisement in the SWAC Fall and Spring swim meets' heat sheets. Attendance at these events has historically exceeded 950.
- Corporate Representation on SWAC Swim Team bulletin board at Summit Middle School

Bronze Sponsor **\$100**

- One-quarter page advertisement in the SWAC Spring and Fall swim meets' heat sheets. Attendance at these events has historically exceeded 950.

Friends of SWAC **\$50**

- One business card size advertisement in the SWAC Spring and Fall swim meets' heat sheets. Attendance at these events has historically exceeded 950.

SWAC is a 501(c)(3) non-profit organization. Amounts received may be tax deductible as advertising/marketing expenses for businesses (a tax advisor should be consulted), however they are not tax deductible as a charitable contribution for businesses or individuals.



Date: _____ SWAC Member Name: _____

Business/Individual Name: _____

Contact Name/Title: _____ Phone: _____

Mailing Address: _____

Email Contact: _____ Website Address: _____

Sponsorship Level/Print Ad Size:

- Platinum: \$2,000 (8 1/2" X 11", plus front & back cover logo) _____
- Diamond: \$1,000 (8 1/2" X 11", plus back cover logo) _____
- Gold: \$500 (8 1/2" X 11") _____
- Silver: \$250 (8 1/2" X 5 1/2") _____
- Bronze: \$100 (4 1/4" X 5 1/2") _____
- Friends of SWAC: \$50 (Business Card) _____

Check Number: _____ Amount: _____

SPONSORSHIPS MUST BE SUBMITTED BY NOVEMBER 1ST, 2013

Thank you so much for your support.

Please mail payment with completed form to:

Attn.: Diane Wilson
SWAC Swim Team
PO BOX 9734
Fort Wayne, IN. 46899

Please email an **electronic copy of your ad along with your business logo (in jpeg or pdf format)** to Diane Wilson at dwilson.swac@gmail.com If you are unable to submit your artwork, logo or business card electronically, please mail these items to the address listed above. SWAC members can place all items in the Business Managers mailbox at the pool.

Note:

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