



RIO SALADO SWIM CLUB

Tempe + Chandler + Gilbert

868 N. Gilbert Rd. Suite 100
Gilbert, AZ 85234
Office (480) 897-SWIM (7946)
Fax (480) 539-5946

Dear RIO Members,

Please allow me to introduce to you a very easy way to build your swimmer's fundraising account. It is the **Lost Dutchman Meet Program Advertising Fundraiser**. With the Lost Dutchman being the largest meet in Arizona, this advertising fundraiser has significant appeal to advertisers and supporters of the Rio Salado Swim Club. All proceeds will be credited towards your Rio fundraising account which can be utilized to help off set any swimming related costs.

You will need a number of items pertinent to the advertising program that will provide you with all the information you need to get started. You will find the following documents attached in this advertising packet:

- The program advertising rates and order form
- A letter of introduction to the RIO Salado Swim Club
- A general letter to potential advertisers describing the advantages of our advertising program
- A specific letter to restaurant owners describing the advantages of our advertising program to their particular type of business

These documents are all selling tools for you to use and/or give to a potential advertiser.

If you have any questions regarding how the advertising campaign works or you need additional forms please contact the RIO office.

This is an easy way of generating funds for your club fundraising account. Please help make this the most successful advertising fundraiser ever! GO RIO!!

Thank you,

Rio Salado Swim Club

Lost Dutchman Invitational Swim Meet

PROGRAM ADVERTISING RATES

**ORDERS DUE BY
FEBRUARY 6TH**

| <u>SIZE</u> | <u>RATES</u> |
|-----------------------------------|--------------|
| Event (Name, address, phone) | \$15.00 |
| Business Card (Std.) | \$20.00 |
| ¼ Page (4"wide X 5¼"high) | \$25.00 |
| ½ Page (8"wide X 5¼"high) | \$50.00 |
| Full Page (8" wide X 10½"high) | \$100.00 |
| Full: Inside front or inside back | \$150.00 |
| Full: Back cover | \$200.00 |

PLEASE CIRCLE THE DOLLAR AMOUNT OF YOUR PURCHASE

Ads are black and white only

Name of Business: _____

Street Address: _____ Phone: _____

City: _____ State: _____ Zip Code: _____

Name of Person Purchasing the Advertisement: _____

Date Advertisement Purchased: _____

Make checks payable to: **The RIO Salado Swim Club**

Tax receipts available upon request.

The Rio Salado Swim Club is a registered non-profit 501(c)(3) organization

Name of Rio Athlete Responsible for this advertisement: _____

For **Office** Use Only:

Hardcopy of Ad _____ Payment _____ BM Credit _____



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INTRODUCTION TO OUR ORGANIZATION

The RIO Salado Swim Club (RIO) is a **non-profit 501-(c)(3)** organization that falls under the auspices of USA Swimming, Inc., the national governing body of competitive swimming. Our club has been in existence over thirty years and each year plays host to the largest swimming competition in Arizona, The Lost Dutchman Invitational. Over the years RIO has nurtured a quality training atmosphere for swimmers from age 6 through eighteen. We also maintain a US Masters Swimming program for adult athletes.

The RIO program offers the finest swimming instruction in the valley in a fun and healthy environment. RIO provides its athletes with an opportunity to achieve at the very highest level of the sport. Our swimmers are dedicated and disciplined athletes, who spend many hours practicing, day after day, morning and night, to achieve their goals. This dedication and hard work leads to both physical and intrinsic rewards. For a number of our athletes, it leads to college scholarships and sometimes to National and Olympic competitions.

RIO's continued success depends heavily upon community support. Please consider contributing a **tax-deductible** donation to our swim team. If you would prefer, we could feature your business in our meet program at a nominal cost. **The Lost Dutchman Invitational, which is attended by over 1000 swimmers along with their coaches and parents, will attract teams from over six different states and is the largest meet hosted in Arizona.**

If financial support is not possible, trade for services or products is also very much appreciated. We will be happy to provide you with a receipt for your tax purposes. The RIO Salado Swim Club, its swimmers, coaches and parents, thank you for your thoughtful consideration.



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Dear Local Business Owners,

Thank you for your interest in supporting the RIO Salado Swim Club (RIO). As a non-profit 501(c)(3) aquatic organization we depend upon community support to provide our athletes with the training and support they need to be highly competitive swimmers.

The upcoming Lost Dutchman Invitational swim meet will be held in February over President's Day weekend. This swimming competition is the largest swimming competition in the state of Arizona and is attended by over 1000 athletes and coaches. The Dutchman meet provides an excellent opportunity for you to promote your company or product and help the RIO organization at the same time. By placing a **tax deductible advertisement** in the meet program you can get your company's message to well over 4000 swimmers, volunteers, coaches, scouts, officials, and city representatives that attend or are involved with the Dutchman Meet. Many influential individuals from all over Arizona and the Western United States attend or are in some way involved with this prestigious event.

Placing an advertisement in the Lost Dutchman meet program is a cost effective way for you to advertise. Costs to place an advertisement are as follows:

- | | |
|--|-------|
| • Business Card Sized Ad | \$20 |
| • Quarter Page Ad | \$25 |
| • Half Page Ad | \$50 |
| • Full Page Ad | \$100 |
| • Full Page inside front or back cover | \$150 |
| • Full Page back cover | \$200 |

If you would like to take advantage of this cost effective and valuable method of advertising, please provide our representative with a copy of your ad (black and white only) and a check made payable to the **Rio Salado Swim Club** for the appropriate amount.

Another way you can support RIO is by donating goods and services to the team. These are particularly valuable as they help us to conduct swim meets without expending our precious capital. Products you contribute to the team are used or sold during the meets that RIO hosts. Please note, that your donations and/or material contributions are **tax deductible** and we will gladly provide a receipt for your tax records upon request.

Thank you for your support,
Rio Salado Swim Club



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We suggest an advertisement with some kind of offer or coupon to invite our athletes and coaches to your restaurant. Throughout the meet we will be making announcements to remind everyone that your advertisement (and coupon, if included) can be found in the meet program. This will give those not familiar with the area the direction to attend your local restaurant.

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