



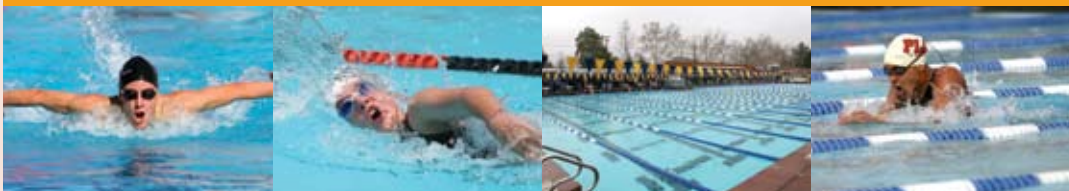
District of Columbia
Aquatics Club



The **1** Sponsor

Advertising Program That

Can Guarantee Revenue...



Please contact your team representative for more information:

www.swimdca.org

District of Columbia Aquatics Club

Team Sponsor Advertising Plans

Regardless of what plan you choose, you're assured direct access to our members and much more!

All Ad Plans Feature:

- Monthly Sponsor eNewsletter sent to every member for 12 consecutive months
- Change your Ad anytime — Instantly
- View detailed reports
- Ads are connected to every team in the TeamUnify Ad Network increasing exposure without additional cost
- Placement of ad is on the Sponsor Landing page of team sites within 25 miles of your business

Plus Ad Plan

\$99 per year

The Plus Ad plan is perfect for the home or small business that's on a tight budget and desires guaranteed new customer exposure. There's no more cost effective advertising program to reach new customers!

You Get:  +  +  + 

Premier Ad Plan

\$499 per year

Massive new customer visibility. Consistent messaging. One flat fee. The Premier Ad Plan delivers unprecedented value for a full year!

Perfect for: Attorneys Automotive Services Banks Consultants Copy Centers
Dentists Golf Courses Hotels House Cleaning Mortgage Brokers
Limousines Real Estate Agents Health Clubs Insurance

You Get:  +  +  +  + 

Premier+ Ad Plan

\$999 per year

The Premier+ Ad Plan has all the benefits of the Premier Plan above. As well, we will bring our members to you by hosting two Sponsor Support Event Days —guaranteed to deliver new revenue!

Perfect for: Gas Stations, Grocery Stores and all Restaurants

You Get:  +  +  +  +  +  + 

Ad Plan Feature Legend:



Customizable Coupon



Text Ad on Sponsor Landing Page



Sponsor Support Event Day



Monthly Sponsor Newsletter



Ad on Every Page



Logo Ad on Sponsor Landing Page



25mi Ad Network Distribution

Why Advertise with Our Team?

Your sponsorship helps provide us with the much-needed money to support our team. In return, we will deliver you unprecedented access to our grateful and receptive members that you may soon call new customers/clients.

Guaranteed Visibility

Directly connect with receptive families from the TeamUnify Ad Network for 12 full months!

New Customer Reach

In addition to the direct reach into our families, 30% of our team's total website traffic is from first-time visitors.

One Flat Fee

For as little as \$99, you can easily create your own custom ad that will guarantee high quality web-based visibility of your company.

Consistent

Thousands of webpage views per team, per month and growing. Each website visitor views an average of 6-7 pages per visit.

Controllable

Change your Ad anytime across all websites - instantly.

12 Months

Each Ad Plan delivers 12 full months of new customer visibility to enable testing of offers for optimal results

eMail Campaigns

Every month, for 12 months a "We Love Our Team Sponsors" email is delivered with your current offer to all teams in the TeamUnify Ad Network!

Annual Impressions

- Thousands of NEW customer views
- 100's of thousands of webpage views
- Thousands of targeted emails sent to receptive members

The screenshot shows a Microsoft Internet Explorer browser window displaying the website for the District of Columbia Aquatics Club. The browser's address bar shows the URL: <http://www.teamunify.com/Home.jsp?team>. The website header includes the USA Swimming logo, the DC Aquatics Club logo, and the United States Masters Swimming logo. A navigation menu contains links for Team News, Events, Results, Photos, Calendar, Records, Newsletter, Links, and About. Below the navigation menu, there is a "Sign in" button and a "Membership info" link. A prominent SanDisk advertisement is displayed, featuring a yellow arrow pointing to the text "Premier Ad". The main content area includes a "Team Sponsors" section with a list of offers such as "800 Dry Clean", "Today's Free Chips With Any Sandwich", and "35 Off Any Dinner Purchase". A "Welcome to our swim team's official website" message is followed by a paragraph about the team's membership and a photo of a swimming pool. Below this, there are sections for "News & Announcements" and "Upcoming Events". The footer contains a "Secured by" logo, copyright information for TeamUnify, Inc., and a "Powered by TeamUnify" logo.

Guaranteed Revenue*

You read it right. Pick the Premier+ Ad Plan and our team will promote two Sponsor Support Event days with our members at your location. We guarantee you will generate at least \$999 in revenue or we will schedule and promote more support days until you do!

Ad Placement & Features

Sponsor Landing Page

Coupon Display Mode

The Sponsor Landing Page displays both the clicked Sponsor Coupon or Logo Ads. Plus Ads are always prominently displayed below the displayed Coupon or Logo Ads.

Customers print a personalized coupon with complete offer details and bring directly to you for validation that your offer is being seen and used by the team's members and site visitors.

Premier Sponsor Ads display on every page of the team's website for maximum exposure to your offers. Site visitors click on your offer that will display your custom controlled coupon.

All Plus Sponsors Ads are listed beneath every sponsor offer and will benefit from all website visitor traffic to the Sponsor Landing Page.

Customized Coupon

Point & Click - Change Instantly - Anytime

Upload a logo to appear on your offer page and printed coupon.

Enter a headline and brief description that describes your coupon offer.

Automatic expiration date reset so you're never running expired offers.

Include an optional photo.

Support for multiple locations.

Sign-Up Today!

Getting started is as easy as 1... 2... 3... Visit the website below and type in your invitation code to create your own private Ad Management Account. In a matter of minutes you will be reaching new customers. You may also register without an invitation code by directly visiting our team website at www.swimdca.org and click on the Advertise Here link at the upper left.

- 1 Create Account
- 2 Pick Your Plan
- 3 Publish Your Ad

Sponsor Registration:
www.teamunify.com/sponsor
Invitation Code:
 PVMSDCAC

Ad Placement Locations:

Team's Home Page

Premier Ads Appear on Left-Side of Every Webpage



Sponsor Landing Page

Logo Ad Display Mode - With Plus Ad Listing



TeamUnify Ad Network



Purchase a Premier or Plus Ad from our team and your ad will appear as a Plus Ad on the Sponsor Landing Page of every team located within a 25 mile radius. Reach thousands* of members and their families who visit this ever-growing number team's throughout the TeamUnify Ad Network.

Powered by: **TeamUnify**
 Toll Free: (866) 585-4985
 Email: info@teamunify.com
 Web: www.teamunify.com

© 2007 TeamUnify, Inc. All rights reserved.

* Total number of families varies from region-to-region