

CVST SWIMMING

Carrollwood Village Swim Team

13985 Clubhouse Drive * Tampa, Florida 33618 * (813) 961-1368

Head Coach – Jim Kelly

Date: _____

Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Dear _____,

This year my child(ren), _____, is(are) swimming for Carrollwood Village Swim Team (CVST), a non-profit (501(c)3) year-round swim program which operates under the guidance of USA Swimming, which is the United State Olympic Committee's National Governing Body for the sport of swimming. CVST's objectives are to promote competitive and recreational swimming and to provide a program of instruction for the development of swimmers of all abilities. Swimming teaches self-discipline, commitment, and sportsmanship, while building character.....all qualities which are important to instill in today's youth in our community.

We are looking for a company or group of companies to become our annual Team Sponsor to help defray some of these operating costs of the team. The Coaching Staff has a rigorous schedule with practices scheduled six days a week, and meets on the weekends. Meet travel expenses for the swimmers and coaches increases as more and more CVST swimmers qualify for State Junior Olympics, Junior and Senior Circuit and Sectional Championship and National Championship Meets.

There are also annual costs involved with replacing and updating equipment for practices and meets, as well as important recognition programs like "Swimmer-of-the-Day", "Swimmer-of-the-Month", and the annual awards night.

Our major source of fundraising centers around two of Tampa Bay's largest aquatic events, the Boys & Girls Club National Swimming Championships, held at the Northshore Aquatic Complex, in St. Petersburg and the Tampa Bay Swim Classic, also held at Northshore Aquatic Complex each year. The Boys & Girls Club Nationals is a 2½ day, Preliminary and Finals Meet that normally hosts 600+ swimmers, plus their families, mostly from out of State.

This will be the 14th year The Boys & Girls Club Nationals has been hosted by CVST and will be held April 8-10, in 2016.

The Classic is a 2½ day, Long-Course Swim Meet that normally hosts approximately 600 swimmers plus their families. Typically 75% of the swimmers are from the Central Florida area, but in past years we have hosted teams from as far away as South Africa. Last year, the swimmers ranged in age from 5 to 23 years old. The Tampa Bay Swim Classic has been hosted by CVST since 1982, and is known as one of the best run swim meets in the state. The Classic will be held June 3-5, in 2016.

We hope you will consider supporting our program as an annual Team Sponsor or Donor. The annual Team Sponsorship fee is \$2000.00. In exchange you could receive the following recognition:

Naming rights for one of our two major meets. For example, one of the Meets would be called "The Tampa Bay (SPONSOR'S NAME) Swim Classic", or "The (SPONSOR'S NAME) Tampa Bay Swim Classic."

The Official Heat Sheet (Program), which goes to every family, coach, and official involved with the meet would have your companies' logo on the cover and throughout, with explanatory letters inside. Your company would receive two full page ads with PREMIUM position.

All press releases would include the sponsors' name.

The sponsor's banners could be hung at the meet site during the event.

Sponsor may set up a booth with any information on your products or services and/or place information in the "Team Packets" and "Goody Bags" which are distributed to each team and participant in the meet.

Recognition as sponsor of the team in the Carrollwood Country Club newsletter sent to all (1000+) Country Club members, as CVST is based out of the facilities at Carrollwood. Local Media articles are also written annually to promote and cover the event.

Coverage on the CVST Website and CVST Social Media Sites which are linked to all team families, alumni and beyond. Your company logo and link would also be placed on the Home page of the Website throughout the contract.

Recognition at CVST's other meets hosted by the team. These events are usually for developmental Swimmers (an entirely different target group from the Classic and Boys & Girls Club events). We will display your banner, and you may set up a booth at these meets also.

_____, we look forward to be able to work with you on this project. We would like for your generous support to be put to good use for the promotional dollars spent. We are flexible to discuss any other ideas that you may have which would be beneficial to you in being a sponsor of our program.

Please call me as soon as possible so that we can discuss how to proceed. Thank you for your consideration.

Sincerely,

CARROLLWOOD VILLAGE
SWIM TEAM