



Report of: Montana Swimming Finance Vice-Chairman

To: The Montana Swimming House of Delegates

Date: September 23, 2013

License Plate info

MT Swimming Specialty License Plates were released for sale on February 1, 2013. Sales proceeds from sales of the MT Swimming Specialty License Plates through August 2013 have resulted in \$650 coming back to MT Swimming. This indicates there have been 26 license plates sold in Montana thus far this year. We had hoped these plates would pay for themselves within a couple years. At the current level of support from the Montana swimming community, that goal will take more than 6 years. Thank you to everyone who has been part of this effort and let's keep advertising and encouraging our members to support MT Swimming by purchasing these plates.

Montana LSC Corporate Sponsors

I fear I am beginning to sound like an old worn out recording. Without information regarding numbers of participants and attendees at the swim meets hosted by MT Swimming member clubs, getting a marketing firm to give a realistic estimate of cost to promote corporate donations to our organization is almost unattainable. This data also assists in helping a marketing firm to focus their efforts on high impact regions of the state and corporations that may benefit from supporting our athletes. We continue to lack data from the clubs regarding the numbers of people and swimmers at their meets and events. The intent of the effort to attract corporate sponsors for MT Swimming is to approach those corporations within Montana whose business covers the entire state or large portions of the state. We are not intending to target requests from local businesses that already support the member clubs. Work has been hampered and slowed to a halt regarding the letter of substantiation resulting from the lack of information.

The marketing firm I previously approached regarding this effort is unable to provide assistance without information and data. If there are marketing firms already supporting our swimming community who might be willing to provide the necessary feedback, please get me their contact information as I would like to support those who support us.

Respectfully Submitted,

Richard Allen
Finance Vice-Chairman