



Report of: Montana Swimming Finance Vice-Chairman

To: The Montana Swimming House of Delegates

Date: May 8, 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 February 2013 have resulted in \$175 coming back to MT Swimming. In an attempt to communicate the availability of these plates to the Montana Swimming Community at large, we are asking each swim club to include an ad in their swim meet programs announcing the availability of these plates. I will be developing the template for the ad and MT Swimming will be sending this ad to each club for their use.

Thank you to everyone who has been part of this effort.

Montana LSC Corporate Sponsors

We continue to lack data from the clubs regarding the numbers of people and swimmers at their meets and events. This information is essential for developing a campaign to encourage corporate sponsors of MT Swimming. 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 continues in the development of the letter of substantiation. Once the letter is drafted, it will go through a review process and then be presented to the delegates.

Additionally, I have approached a marketing firm in Billings to develop a bid for the effort we are envisioning. If there are marketing firms already supporting our swimming community, please get me their contact information as I would like to support those who support us.

Respectfully Submitted,

Richard Allen
Finance Vice-Chairman