



Report of: Montana Swimming Finance Vice-Chairman

To: The Montana Swimming House of Delegates

Date: October 2, 2011

License Plate info

I created the contest announcement and packet and sent it electronically to 14 art clubs/schools/organizations in the state of Montana and 10 individuals who responded as being interested in submitting a concept design. As of September 20, I have received no contest entries. I then sent out a reminder to these folks extending the deadline for submission until September 29 in an effort to get submissions that I can present to the House of Delegates at our Fall Meeting.

If we do not receive any designs before the Fall HoD meeting, we can extend the contest until the Spring meeting. I would like some input as to whether we want to open the contest to the public school art classes. If so, I can revise the contest packet to include the correct deadline and send it to the art instructors in the public schools. Private schools will be more difficult to contact as their contact information may not be readily available in a single website but I can also pursue that if the HoD decides that is the course they wish me to follow.

Currently, the contest awards \$300.00 to the top design as selected by the HoD, \$200.00 to the second place finisher, and \$100.00 to the third place finisher. We decided to take three designs in case the State of Montana rejects the top design for some reason.

I believe this is a decent opportunity for MT Swimming to create a revenue stream for our LSC and its swimmers and to further that stream if the HoD decides to have prints made of the winning designs and sell them to make money for us and the artist. The share of proceeds from these sales will be determined during negotiations with the winning artists. I propose the HoD delegate a subcommittee of the Finance Vice-Chairman and two other Board members to conduct these negotiations when appropriate.

Championship Swim Meet Committee (Montana LSC Corporate Sponsors)

The Championship Swim meet committee has not met over the summer. I did create a draft Corporate Sponsorship form (attached to this report) which I sent to the General Chairman earlier in the summer. Both the General Chairman and I agree that this corporate sponsorship approach needs to be done professionally as we have one chance to make a first impression. If anyone has a professional marketing person in their organization that would be willing to donate their time and skills to this endeavor, we would be most grateful.

Generally speaking, I followed the recommendations of the Championship Swim Meet Committee when I drafted the attached. Those recommendations were as follows:

- Charge \$5000.00 per year for a Montana Swimming Sponsorship.
- If a company wants to be the sole sponsor of an event it would cost \$10,000.00.
- If two sponsors want to sponsor the same event, the amount would be \$5000.00 each.
- Benefits for each sponsor include a full page ad in all the swim meet programs in the state of Montana (there is a proposal in support of this idea being voted on during the Fall HoD meeting). I changed this to 2 full page ads anticipating that a corporate sponsor would develop a single ad which they would use for both color and black and white copy rather than developing two separate ads – one for color and a separate one for black and white copy.
- If a sponsor wanted color they would have to print their own ads and then the teams would insert them into the programs.
- MT Swimming will require the clubs to send MT Swimming copies of their programs so we could give the copies to the sponsors, thereby verifying the sponsor's ad was included in the programs.
- Clubs that sell the corporate sponsorships would get 20% of what Montana swimming receives.

Also, a recent Kiplinger Tax Letter indicated that for those charitable deductions "more than \$250.00" claimed by a sponsor of an amateur sports booster club that levies a fee on participants, "no deduction can be taken unless the club substantiates the gift with a written statement listing the amount contributed and any benefits received." It is my belief that MT Swimming, by charging fees to be a member of this organization (per Articles 601 and 602 of the By-Laws), is subject to this IRS policy. I propose that the Finance Vice-Chairman draft a form letter that "substantiates" the benefits received by corporate sponsors for sponsoring our organization and its events and provides a space for the inclusion of the amount contributed and a signature line for the General Chairman or some other designated Officer of MT Swimming.

The Finance Vice-Chairman, in cooperation with the Treasurer and Finance Committee, is charged with preparing an annual budget for Montana Swimming's operations (Section 606.7.7). As I have not been part of the preparations for the presentation of the coming year's proposed budget, I have no report on this aspect of the Finance Vice-Chairman's duties and leave this report in the capable hands of the Treasurer.

Additionally, the Finance Vice-Chairman is responsible for coordinating an annual audit of the "accounts, books and records of Montana Swimming" to be "completed no later than the end of the third month following the end" of Montana Swimming's fiscal year (Article 608). Our fiscal year ends on December 31, 2011 (Section 615.2). Thus, the incoming Finance Vice-Chairman will need to, in consultation with the members of the Finance and Audit committees, determine which entity, Audit Committee, Finance Committee, or an independent auditor (CPA), will conduct this audit and when the Finance Committee will review the audit report prior to presenting the audit results to the HoD in May.

Respectfully Submitted,

Richard Allen
Interim Finance Vice-Chairman

The non-profit corporation Montana Swimming, Inc., a member of USA Swimming, provides administrative support to 15 member clubs throughout Montana. Each of these member clubs provide competitive swimming opportunities for youth in their respective communities for ages 6 through 19. The organization gratefully accepts donations and charitable contributions through a variety of fundraising events throughout the year.

CORPORATE SPONSORSHIPS

All businesses are welcome and encouraged to consider supporting the three State-wide championship events for the members of Montana Swimming member organizations. Sponsorships of these events start at \$5,000. With this \$5,000 donation the business will receive 2 full page ads in every member organization swim event program throughout both Short Course and Long Course swim seasons as well as 2 full page ads in the Championship Meet programs during the sponsored year. These meets attract more than 30,000 spectators, competitors, and family members from two countries and six northwestern states. This is a great opportunity to advertise your business region-wide for a very reasonable rate while at the same time helping the competitive swimmers in Montana in their competitive endeavors. Furthermore, 20% of your donation will go directly back to the Montana Swimming member organization in your local community, thereby providing local swimmers with safe, healthy alternatives as they mature into productive and vibrant contributing members of the community.

Montana Swimming supports our member organizations by coordinating and facilitating the conduct of the three state-wide competitive club Championship swim meets as well as supporting the National Native American Swim Camp, providing coaches with educational opportunities, representing Montana at the USA Swim Convention, and providing fiduciary support for the Montana State Swim Team as they compete at the Western Zones Swim Meet.

Your generous donation will go a long way toward enabling the competitive swimmers in Montana to reach their goals. Your business will also get great exposure throughout the year. Thank you for your consideration.

-----TEAR HERE-----

MONTANA SWIMMING

Tax ID #: ???????

Charitable Contribution Receipt

Date _____ **Amount Received** _____

From _____

Address _____

Swimmer(s) or Local Swim Club Name: _____

Signed _____

Montana Swimming Representative

Montana Swimming, Address, Missoula, MT 59???

THANK YOU FOR YOUR GENEROUS SUPPORT TO MONTANA SWIMMING!