



www.heartlandaquatics.org
hlboard@heartlandaquatics.org

HLA CORPORATE SPONSORSHIP

What is Heartland Aquatics (HLA)?

HLA is a year-round, competitive youth swim club. We offer a guided age-group program for youth ages six and up, from the beginner to the most competitive and skilled swimmer. We currently have approximately 140 members and we continue to grow!

When a young person becomes a member of HLA, he or she learns the values of sportsmanship and teamwork. Swimming as a member of HLA provides physical, emotional and intellectual skills that will last a lifetime.

How will my sponsorship benefit HLA?

Your gift allows our team to continue providing the highest level of coaching available to our swimmers, the best technology to help swimmers refine their techniques, and financial assistance to low-income families that might not otherwise be able to afford to participate in this rewarding sport.

Is it possible to make an in-kind gift?

Yes! Examples of in-kind gifts that may work include: food for hospitality at swim meets or team functions, gift cards or small items that can be used as prizes, etc. If you have an idea, we'd love to work with you.

What benefits will my company receive?

Benefits vary based on sponsorship levels, as shown below. HLA hosts three swim meets each year: the Splash in September, the Goggle Gobble in November, and the Championship Challenge in March. HLA sponsors receive marketing and advertising opportunities at these swim meets and on the HLA website.

	White \$200	Blue \$500	Bronze \$750	Silver \$1000	Gold \$1500	Platinum \$2000
(2) 1/2 Page program adds	✓					
(3) 1/2 Page program adds		✓				
(1) Full Page, (2) 1/2 Page program adds			✓	✓		
(3) Full Page program adds					✓	✓
Meet sponsor - webpage				✓	✓	✓
Logo on Sponsor Banner	✓	✓	✓	✓	✓	✓
Individual Banner at Meets				✓	✓	✓
Plugs in PA system			✓	✓	✓	✓
Booth/Table at Meets					✓	✓
Logo on Website	✓	✓	✓	✓	✓	✓
Logo in HLA scrolling ribbon (3) months					✓	
Logo in HLA scrolling ribbon (6) months						✓
Logo on shirt		✓	✓	✓	✓	✓



MEET PROGRAMS

Programs list the heat and lane swimmers are assigned to for each event. Sponsor ads are placed within the programs for HLA meets.



HLA WEBSITE

Swimmers, families, and fans of HLA visit our website regularly to download practice calendars, sign up for events, look up information, etc.



MEET WEBSITE

Swimmers and fans are directed to web pages created for each HLA hosted meet to obtain programs, schedules, and general meet info.



SPONSOR BOOTH

Sponsors may have a vendor booth at HLA hosted meets to interact with swimmers and fans.



TEAM SHIRT

HLA swimmers and fans receive a team shirt each year with sponsor logos printed on the back.



PA ANNOUNCEMENTS

Sponsors' ads are read over the PA system during breaks in HLA hosted meets.



SPONSOR BANNERS

Sponsor logos are displayed on banners at HLA hosted meets.

Yes, we would like to sponsor HLA!

Business Name: _____

Contact Person: _____

Phone Number: _____ Email Address: _____

Business Address: _____

Sponsorship Level

- White (\$200)
- Blue (\$500)
- Bronze (\$750)
- Silver (\$1,000)
- Gold (\$1,500)
- Platinum (\$2,000)

Your Company Logo

Please provide your company logo as a high res .jpg or .png file for use on the website or swim meet page. Additionally, logos in a vector format (.eps or .ai) would be ideal for T-shirt art if available.

Email logos to hlaboard@heartlandaquatics.org

HLA Team Shirts

Team T-shirts are ordered in September of every year. If we do not receive your sponsorship information and logo prior to August 31, your logo will appear on our team T-shirts the following year.

Payment

- My check made payable to Heartland Aquatics is enclosed.

Checks can be given to an HLA representative or mailed to Heartland Aquatics, PO Box 67206, Lincoln, NE 68506

- Please contact me about payment.

- I would like all or part of my donation to be in-kind as follows: _____

Thank You for Your Support

HLA! ALL THE WAY!

HLA Member securing sponsorship _____

Date Form Received _____

Date Payment Received _____