

Hamilton YMCA Aquatic Club

Celebrating the 32nd Anniversary of Hamilton Aquatics!

2014-2015 Ad Book Fundraiser Letter

Dear HACY families,

It is time to create our annual **Hamilton YMCA Aquatic Club Ad Book**. The Ad Book is our team's **major** fundraiser. Proceeds from the sales of ads are used to help defray the high cost of pool rentals and fees associated with participation in local, regional and national championships. The ad book provides recognition to all swim levels of the HACY team and highlights our graduating high school seniors.

With this ad book, you have an opportunity to congratulate your swimmer, their friends, their coaches, and our team. You may add photos, clip art, words of praise, etc. Swimmers love to look for their names and see a personal caption praising their swimming efforts and accomplishments throughout the past season.

Each HACY family has a commitment to raise \$75 in ads or take a buyout. You may use any combination of ad sizes to reach the \$75 benchmark. As an incentive, your family can earn credit towards your account. If you raise more than \$100 in ads, then 50% of that raised over \$100 will be credited to your account. (ex: If Smith family sells \$150 in ads, then \$25 will be credited to the Smith account.) Ads can be raised by asking family members, friends, and businesses that you frequent. **All families who raise a minimum of \$75 worth of ads will receive one copy of the HACY 2014-2015 Ad Book.**

Please use the **HACY 2014-2015 Ad Book Ad Form** for all ad submissions. **Whenever possible, please send your ad electronically as either Microsoft Word 2010 (.docx), Microsoft Word 2003 (.doc) or a PDF file to alexandria.kosowski@gmail.com.** If you would like help designing your ad, or you have any other questions, please contact Alexandria.

Alexandria Kosowski
(c) 609-558-8445
alexandria.kosowski@gmail.com

Thank you!

All ads must be received by:

Tuesday April 7, 2015