

Champ Meet Programs & Advertising Information

Meet programs are a significant communication device for our swimmers and parents, and a good source of revenue. They should include key elements of the meet including, but not limited to, the following (as appropriate):

- List of participants
- Key volunteers
- Site maps of the facility
- Information regarding concessions
- Meet Schedule
- Heat Sheet information
- Advertising

Advertising in the Meet Programs is an important fund raiser in support of our Champ Meet Host clubs. The League is responsible for securing advertising from our major supporters and setting prices. Part of the advertising package promises inclusion in the meet programs for Championship Meets selected by the vendor. As Host clubs you are obligated to download and include the ad copy in your Meet Programs. Please follow this process:

- You will be notified when the ad copy has been posted on the website and is available for download (on or about July 1st)
- As Host Meet Director you have special permissions to access this information.
- Specific information regarding which meets, size, orientation, etc. will also be available on the website
- You will have the option of downloading a .pdf or .jpg version of the ad copy, whichever works best for you
- Ad copy will be available in black/white or grayscale. The color versions are specifically for the KCAC reader board ads
- Examples of Ads from the 2013 season: [2013 Advertising](#) Please try this link to make sure you have access. If you cannot open this link, please contact me
- Questions regarding ads should be directed to [Cindy McGee](#)

Host clubs also have the option to sell ad space in their Meet Programs to parents and family who would like to provide congratulatory and inspirational messages to their swimmers or provide a small add in just your program. We suggest you charge nominal fees and keep the size to ¼ page or less. This is a good 'filler' for open spaces in your program. You would be responsible for collecting those fees and ad copy. The revenue would remain with your club. If you have parents interested in advertising their businesses in multiple event programs, please direct them to the League website ([Advertiser Info](#)) or have them contact Cindy McGee, communication@midlakesswimleague.org .

For the League Champ meets, make sure that you have the information for your Meet Program, except for the heat sheet, ready by Friday prior to Prelims. The meet entries will be compiled on that day and e-mailed to you by Jeff Lowell. For Division Champs you should also have your information prepared ahead of time according to your meet entries due date. Be ready to create your heat sheet and add it to your other information to complete the program, ready for printing. It would be a good idea to contact your printing vendor ahead of time so that you have a quick turnaround.