



Y SPARTAQUATICS SWIM CLUB

2021-2022 Sponsorship Information



To YSSC Parents:

Y-Spartaquatics Swim Club is continuing its sponsorship opportunities. We would like to thank all of the families who have graciously supported the team by getting the name of YSSC out to local businesses, hotels, restaurants, etc. and also for promoting the YMCA and its values. Through their gracious monetary donations, company sponsors help offset team operating costs, including swim meet fees, team apparel and state of the art training equipment. This community support enables YSSC to offer low programming fees in relation to comparable year round teams. We offer our Bronze, Silver, Gold and Platinum SEA CUKE Sponsorship levels. These levels range from \$50 Business Card Heat Sheet Ads to \$2,000 sponsorships

As in previous seasons, families will earn meet fee credit by securing advertising sponsorships. Each family is responsible for a minimum of \$150 in Sponsorship fees. Families may elect to pay these fees themselves or seek sponsorships. The Ad fee will be drafted on Oct. 31, if not already submitted. The meet fee credit will be calculated according to the TOTAL sponsorship money collected. Please see the table below for the updated sponsorship levels including associated meet fee credits.

Total Sponsorship Money collected by Family	Meet fee credit calculations
\$0 - \$150	No meet fee credit – Family owes difference up to \$150 (drafted on Oct. 31)
\$151 - \$500	Meet fee credit = Amount collected - \$150 (max credit - \$350)
\$501 - \$1,000	Meet fee credit = \$350 + 25%(Amount collected - \$500) (max credit - \$475)
\$1,001 - \$1,500	Meet fee credit = \$475 + 30%(Amount collected - \$1,000) (max credit - \$625)
\$1,501 and over	Meet fee credit = \$925 + 35%(Amount collected - \$1,500) (max credit - unlimited)

Example 1 – Family with 1 swimmer – collects \$400 in TOTAL sponsorship money. Swimmer receives a meet fee credit of \$250 (\$400 - \$150)

Example 2 – Family with 2 swimmers – collects \$1,500 in TOTAL sponsorship money. Each swimmer receives a meet fee credit of \$312.50 (\$475 + 30%(1500-1000) / 2)

Note: Meet fee credit will be evenly divided among the swimmers in your family. Meet fee credits are non-refundable and are only valid for the 2021-22 swim season (short course & long course – 9/2021 – 8/22).

If you have any questions about the sponsor program, please email Heather Martin at YSSCAdvertising@gmail.com

Sincerely,
Y-Spartaquatics Swim Club



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To Potential Sponsors:

The Y-Spartaquatics Swim Club is a year-round competitive swim team located in South Carolina's upstate. YSSC is a program of the YMCA of Greater Spartanburg. It is the vision of the YMCA to build strong kids, strong families, and strong communities by instilling our values of Respect, Responsibility, Caring, and Honesty.

YSSC offers a step by step progression for every child, no matter the ability or age, in the sport of swimming. The YSSC Coaching Staff brings a wealth of knowledge and professionalism unmatched in South Carolina. That, along with their love and enthusiasm for the sport of swimming and developing young women and men of quality makes Y-Spartaquatics the premier YMCA program in the Southeast.

The Middle Tyger YMCA has one of the finest swimming pools in the state and *the* best swim team in the state according to USA Swimming Club Rankings. At the last YMCA National Championship YSSC was the Overall Team Runner-Up at both the Short Course and Long Course championships. In 2021, YSSC won both the Senior and 14/Under Short Course State Championship meets. YSSC has a rich history of excellence, with the Women's Team, Men's Team and Overall Team capturing THIRTY-FIVE YMCA National Team Titles. This past summer YSSC was represented at the Olympic Team Trials by 3 current swimmers or alumni representing their college programs. Our team consists of over 350 swimmers from the Greater Greenville and Spartanburg Areas.

Advertising sponsorship opportunities are currently being reserved for the 2021-2022 Y-Spartaquatics Swim Club swim season. If ads are placed prior to October 1, 2021, the ad will appear in at least six swim meet programs between October 2021 and July 2022. After October 2, 2021, the ad will appear in all meets once your ad is received. Every swim meet YSSC and the Middle Tyger YMCA host averages 500 to 600 swimmers and sells 200 to 300 heat sheets/programs per event. Upwards of 60% of the swimmers in our meets are from out of town/state staying at hotels and using restaurants in the area for all meals. In addition to advertising sponsorships, YSSC welcomes creative benefit and support of our program and athletes such as organized team outings to your restaurant / company or specific equipment grants.

Y-Spartaquatics Swim Club cannot design the ad.

It is the responsibility of the parent/company to design and purchase the banner

To make your AD the best it can be for our Swim Meet Heat Sheet,
Please follow these simple suggestions:

- Black and White Copies Best - Photos of People DO NOT copy well
- Coupons, Deals, BOGOs, including our team name so you know your sponsorship money is working!

Please Contact Heather Martin at YSSCadvertising@gmail.com if you have any questions about any level of sponsorship with YSSC.
We thank you for your time!

- Sponsorship Items Offered through this packet
 - Swim Meet Heat Sheet Ads
 - YSSC Team website listing
 - Banner to be displayed on pool deck
 - Social Media Postings (Facebook and Instagram)
Reach: 1500+, Engagement: 200+
 - December Meet t-shirt sponsor: 80+
 - YMCA Nationals SC / LC shirts: 50+
 - State Meet SC / LC shirts: 150+
 - SC Championship shirt: 150+



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Heat Sheet & Website Advertising / Sponsorship Form PLEASE PRINT and FILL OUT ALL SECTIONS

COMPANY NAME _____

CONTACT PERSON _____ PHONE: _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL ADDRESS _____

Please circle what section of website you would like your company to appear on under the "Cuke Sponsors" Tab on www.goCUKES.com. If you do not see one that represents your business, please let us know what category you would like to be under and we will create it for you!

LOCAL HOTELS FOOD AUTOMOTIVE HEALTHCARE RETAIL
 FINANCIAL CONTRACTORS ATHLETICS OTHER: _____

Please Check Sponsorship Level, and provide the necessary artwork for that level

BRONZE SEA CUKE SPONSOR

_____ \$50 – Includes Heat Sheet Business card Ad _____ \$125 – Includes Heat Sheet Half Page Ad
 _____ \$75 – Includes Heat Sheet Quarter Page Ad _____ \$250 – Includes Heat Sheet Full Page Ad

SILVER SEA CUKE SPONSOR – Banner Company: \$40 a Banner: Contact - EmbroidME @ 864-292-2500 (3 ft x 3 ft)

_____ \$500 – Includes Heat Sheet Full Page Ad and Company Logo Banner displayed on pool deck

_____ \$1000 – Includes Full Page Ad and Company Logo Banner, the December Travel Meet Shirts plus 2 social media appreciation posts (1 – at receipt of sponsorship and 1 – during December Travel meet)

GOLD SEA CUKE SPONSOR

_____ \$1,500 – Includes Full Page Ad and Company Logo Banner, the YMCA Nationals Championship Shirt – both SC and LC plus 3 social media appreciation posts (1 – at receipt of sponsorship and 1 – during each YMCA National meet both Short Course and Long Course)

PLATINUM SEA CUKE SPONSOR

_____ \$2,000 – Includes Full Page Ad and Company Logo Banner, the YSSC State Meet Championship Shirt – Short Course and Long Course and SC Championship plus 1 social media appreciation post per month

AMOUNT ENCLOSED \$ _____ CHECK # _____

*Amount must be paid in full and must be accompanied by artwork. Make checks out to YSSC.
 Mail paperwork / check to: YSSC 720 Shoals Rd Duncan, SC 29334 Attention: Heather Martin

YSSC SWIMMER NAME: _____ DATE: _____

NOTE: Heat Sheet Ad is the responsibility of the company. Please submit all artwork to YSSCAdvertising@gmail.com