

Jackson Swim Team

Thank you for taking the time to discuss the opportunity for your organization to sponsor the Jackson Swim Team.

Did you know that.....the Jackson Swim Team is a *newly independent* comprehensive swim program that offers competitive swimming, swim lessons, a recreational league, and adult lap swimming?..... We are the only program of its kind in a 60+ **mile radius!** The average competitive member participates in at least 5 regional swim events and puts in countless hours of training.

Who are we?

Jackson Swim Team (JAX), is a recognized USA Swimming LSC (local swim club). We are part of the Southeastern Region which consists of all of Tennessee, all of Alabama, and the Panhandle of Florida. It is supported by volunteers with the purpose and dedication to support and advance the sport of swimming, recruit new athletes to the sport, provide those athletes with the highest quality coaching possible, provide a safe, enjoyable and productive training atmosphere, and help them compete and succeed at the highest level possible. Our professional coaching staff, through the sport of swimming, strives to help young athletes build character, leadership and discipline, and provide them with goal oriented training and competition. The Jackson Swim Team (JAX) is supported by the Jackson Swim Team Association, a public charity under the IRS revenue code 501 (c)(3).

Who is a Competitive Swimmer?

Approximately 57% of the USA Swimmers athletes are between the ages of 6 -12. In general, 47% of USA Swimming Members households have an average income of \$100,000. Swimming is considered the largest participatory sport in the world with more than 2.5 million summer league swimmers in the USA.

Competitive Swimmers come from many athletic backgrounds. The primary motivation for people to participate in swimming is the desire for a new challenge. While many competitors consider themselves racers, **there is a strong commitment among all swimmers to pursue an active and healthy lifestyle.**

Competitive swimmers compete in events in Memphis, Nashville, Knoxville, Birmingham, Auburn, Tupelo, Tunica and other regional cities; and National events in places such as Orlando, San Antonio, Atlanta, Seattle and others.

The bottom line is that swimmers and their viewers are an ideal audience. **We represent a multimillion-dollar resource.**

Why become a Jackson Swim Team Sponsor?

An increasing number of advertisers are focusing their efforts on very specific demographics and lifestyle characteristics. With the rapidly rising cost of mass marketing, specific approaches, such as team sponsorships can reach the advertiser's target audience in a cost-effective manner.

Based on the direction of your company we feel that the involvement with Jackson Swim Team would provide additional reach and exposure within the community and beyond. The recognition of your brands with the sport of swimming seems to be a perfect fit and provide additional visibility within a group of people who celebrate an active lifestyle.

Jackson Swim Team and its members can provide you with an exceptional promotional opportunity in exchange for your financial sponsorship.

As a sponsor, your corporate logo and/or slogans could appear on our Jackson Swim Team Annual T-shirts which will be worn all around town and beyond, on our website, on select team apparel, and other items used to promote the team. This translates into **repeated exposure of your corporate logo by each member locally, regionally, and beyond.** Visibility between members and spectators translates into a significant number of impressions for the sponsor to potential consumers.

In addition, swimmers provide the ultimate endorsement for advertisers who wish to express their commitment to a lifestyle of sports, health and fitness. Competitive Swimmers are active year round. Swimming sponsorships come from a diverse range of companies, such as manufacturers and marketers of dietary supplies, fitness apparel, eye wear, shampoo, sunscreen and medical services.

Team members are dedicated to supporting and further promoting their sponsors.

Marketing Opportunities

Your company can become a Sponsor of the Jackson Swim Team in one of several ways.

Financial Sponsor - There are various levels of financial support that your company can provide. It is important to note that our members would not only be promoting your company locally, but also on the regional and national level. Your financial support will help defray the cost of team operations such as: coach training, certifications and travel expenses; equipment purchases; uniform and apparel needs; continued training and education for our coaching staff and need-based swimmer financial assistance. All of these items are an integral part of our team's survival.

Product Supporter - Your Company would agree to provide service, equipment, product and/or components at a discount to our members in exchange for marketing exposure in the outdoor health, nutrition, fitness, and athletic market.

Levels of Financial Sponsorship:

Sponsorship categorization is determined by level of financial support:

PLATINUM SPONSOR

\$2000 per year

- Your logo on the back of our Annual Team T-Shirt-large AND on other team apparel.
- Company logo and company bio on "Our Sponsors" page of the club website with a link to your company's website, and social media.
- Opportunity to become exclusive sponsor in certain sectors of marketing (i.e.- 100/100's, Annual Banquet, Southeastern Championships...)

GOLD SPONSOR

\$1000 per year

- Your logo on the back of our Annual Team T-Shirt-large
- Company logo and company bio on "Our Sponsors" page of the club website with a link to your company's website
- Opportunity to become exclusive sponsor in certain sectors of marketing (i.e.- 100/100's, Annual Banquet, Southeastern Championships...)

SILVER SPONSOR

\$500 per year

- Your logo on the back of our Annual Team T-Shirt-medium
- Company logo and company bio on "Our Sponsors" page of the club website with a link to your company's website.

BRONZE SPONSOR

\$250 per year

- Your logo on the back of our Annual Team T-Shirt-small
- Company logo on "Our Sponsors" page of the club website with a link to your company's website.

PRODUCT SPONSOR

- Company logo on "Our Sponsors" page of the club website with a link to your company's website.
- Other- to be determined

If you would like to know more about becoming a sponsor of the Jackson Swim Team, please contact us at jaxswimteam@gmail.com or 731-300-6478.

Date: ____/____/____

Invoice: _____

Jackson Swim Team Sponsorship Invoice

Jackson Swim Team Association

Federal Tax ID Number: 26-312303
Federal Letter of Determination Available upon Request

SPONSOR INFORMATION:

Name: _____

Address: _____

Phone: _____

Contact: _____

Website: _____

Select/Check Sponsorship Level(s) Desired:

Platinum Sponsor (\$2,000)

Gold Sponsor (\$1000)

Silver Sponsor (\$500)

Bronze Sponsor (\$250)

TOTAL:\$ _____

Details: _____

Make Checks Payable To: Jackson Swim Team Association

Remit To: Jackson Swim Team Association
Attention: David Sutherland
103 Pepper Tree Rd
Jackson TN 38305-8865

Authorized By: _____

____/____/____

