

## Opportunities to Help Meet Fundraising Obligations

### Meet Support

A huge part of our team operating budget comes from hosting meets. To help meet fundraising obligations, CA families may enroll individuals and businesses to become sponsors. When we host a meet, we average about 600 swimmers and their families for 3 days – that's excellent exposure for our sponsors! **Recruitment of sponsors gives a CA family credit toward their fundraising obligation (i.e., less money out of your pocket!).** Meet support is found by registering sponsors, selling ads in heat sheets, or procuring donations (cash or goods) for Concessions and/or Hospitality:

- **Sponsorships** - Carolina Aquatics Swim Club is a 501(C)3 non-profit organization, so sponsorships may be tax deductible. Many of our members own their own business and use this opportunity to advertise their business and help the team at the same time. If you, a family member, or a friend is a decision-maker within their business, we encourage you to seek a sponsorship. Full information on sponsorship levels available are on the CA website under the Fundraising tab.
- **Heat Sheet Ad Sales** - Our heat sheets are professionally printed on heavy gloss paper and nicely bound. All sponsors automatically receive ads in the heat sheets, but we offer individual ad sales for each meet as well. **The deadline for the heat sheet ads is 14 days prior to the start of the meet.**
- **Concession Sales and Hospitality** - We have outstanding relationships with Chick-Fil-A and PDQ for concession sales, and we always look for additional providers. Hospitality provides meals for the entire meet to all coaches and officials (a total of 50-100 individuals); Hospitality always needs food or monetary donations to assist them in this giant task. CA prides itself on having an excellent hospitality suite, and we want to continue to be great hosts. Most area restaurants are willing to contribute food if asked. Moe's, Chick-fil-A, Publix, Yesterday's, and Dunkin' Donuts, to name a few, are regular contributors. Contact the [CA Hospitality Lead](#) for additional information.

### Belk Charity Sale Tickets

Belk has a special Charity Sale each year that is open only those that have purchased a ticket from a non-profit organization. Belk considers this event a "private sale" which enables the store to offer heavily discounted sale prices on items that normally are excluded from such sales. Tickets are only \$5; redeem the tickets at the sale and get \$5 off your first purchase. Tickets are available at CA practice pools beginning about one month prior to the sale. More information can also be found on the website under the Fundraising tab (you must be logged in for full details).

### Swim-a-thon

This is an annual event for CA. Swimmers pledge to swim 200 laps and seek donations either per lap and/or a flat amount. This is a fun event, and it gets the swimmers involved in our fundraising efforts. This event is usually held in the spring (around April).

All information on our current fundraising efforts can be found on the Carolina Aquatics website or by contacting the Fundraising Administrator.

Thanks so much for your involvement and willingness help! Go CA!

CA Fundraising Administrator  
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