

# VALLEJO AQUATIC CLUB

## POOL

John F Cunningham Aquatic Center  
801 Heartwood Ave.  
Vallejo, CA 94591-5672

## MAIL

P.O. Box 5846  
Vallejo, CA 94591

## PHONE

707-553-7946 (SWIM)

## WEB

[www.vallejoaquatics.org](http://www.vallejoaquatics.org)  
[jenniferthiem@vallejoaquatics.org](mailto:jenniferthiem@vallejoaquatics.org)

## BECOME A SPONSOR FOR YOUR SWIM COMMUNITY...

Vallejo Aquatic Club is a 501C3 non-profit.  
Sign up as a sponsor today and make your  
tax-deductible donations count!

## Local youth need your support!

### ABOUT VJO

Our club is a USA Swimming year round competitive swim team offering high quality professional coaching and technique instruction for all ages and abilities. The goal of the Vallejo Aquatic Club is to provide every member an opportunity to improve swimming skills and achieve success at his or her level of ability, from novice to international competitor.

All of our coaches, as members of the American Swim Coaches Association, have access to the most comprehensive training and certification program for youth coaches of any sport in the United States. They provide assurances that the time children spend in swimming will be quality time.

The Vallejo Aquatics Club, a non profit club, is run by its elected Board of Directors which meets each month. All members are welcome at each meeting and encouraged to be involved in team activities and fundraisers.

We are constantly growing and training young swimmers to maintain a well rounded competitive swim team. **We need your help to keep dues low enough so more youth can swim on the team.**

### Sponsorship Program

Our Sponsorship Program is designed to provide high profile exposure of your organization while clearly identifying you as a supporter of the youth, and our community. One of the many advantages of our sponsorship opportunities is that we operate on a year-round basis, thereby offering greater advertising exposure and opportunities. We hope you will consider supporting our team based on the following options.



## **VJO Sponsorship Levels**

### **FUNDRAISING REWARDS | SPONSORSHIP LEVELS**

#### **Diamond Sponsor - \$2,500 and Over**

- Corporate logo on [www.vallejoaquatics.org](http://www.vallejoaquatics.org) homepage (approximately 9,000 unique visitors per year).
- Corporate logo (prominent placement) on the all VJO hosted meet t-shirts (sales average 75-125 units per meet).
- Corporate logo on the front cover of the meet program for the:
  - VJO hosted Fall 2014 Swim Meet (attendance historically exceeds 1,800).
  - VJO hosted Winter 2014 Swim Meet (attendance historically exceeds 1,200).
  - VJO hosted Spring 2014 Swim Meet (attendance historically exceeds 1,400).
- Full-page advertisement (8 1/2" x 11") with prominent placement in the meet program for:
  - VJO hosted Fall 2014 Swim Meet (attendance historically exceeds 1,800).
  - VJO hosted Winter 2014 Swim Meet (attendance historically exceeds 1,200).
  - VJO hosted Spring 2014 Swim Meet (attendance historically exceeds 1,400).
- Corporate logo on two 5' x 7' vinyl meet banners to be displayed at:
  - John F. Cunningham Pool
  - VJO hosted Fall 2014 Swim Meet.
  - VJO hosted Winter 2014 Swim Meet.
  - VJO hosted Spring 2014 Swim Meet.
- Opportunity to distribute marketing materials, coupons, or other items displaying your company's logo to the VJO membership, and at the:
  - VJO hosted Fall 2014 Swim Meet.
  - VJO hosted Winter 2014 Swim Meet.
  - VJO hosted Spring 2014 Swim Meet.
- Recognition plaque with team picture for display at your business.
- Corporate logo on both VJO Swim Team bulletin boards at John F. Cunningham Pool.
- Invitation to attend meets, recognition banquets, and other special membership events.

## **Platinum Sponsor - \$1,000**

- Corporate logo on [www.vallejoaquatics.org](http://www.vallejoaquatics.org) homepage (approximately 9,000 unique visitors per year).
- Corporate logo (prominent placement) on all VJO hosted meet t-shirts (sales average 75-125 units per meet).
- Corporate logo on the back cover of meet program for the:
  - VJO hosted Fall 2014 Swim Meet (attendance historically exceeds 1,800).
  - VJO hosted Winter 2014 Swim Meet (attendance historically exceeds 1,200).
  - VJO hosted Spring 2014 Swim Meet (attendance historically exceeds 1,400).
- Full-page advertisement (8 1/2" x 11") in the meet program for:
  - VJO hosted Fall 2014 Swim Meet
  - VJO hosted Winter 2014 Swim Meet
  - VJO hosted Spring 2014 Swim Meet
- Corporate logo on a 4' x 6' vinyl meet banner to be displayed at:
  - VJO hosted Fall 2014 Swim Meet
  - VJO hosted Winter 2014 Swim Meet
  - VJO hosted Spring 2014 Swim Meet
  - Other VJO hosted events, such as membership drives and team recognition banquets.
- Opportunity to distribute marketing materials, coupons, or other items displaying your company's logo to the VJO membership, and at the:
  - VJO hosted Fall 2014 Swim Meet
  - VJO hosted Winter 2014 Swim Meet
  - VJO hosted Spring 2014 Swim Meet
- Recognition plaque with team picture for display at your business.
- Corporate logo on VJO Swim Team bulletin board at John F. Cunningham Pool.
- Invitation to attend meets, recognition banquets, and other special membership events.

### **Gold Sponsor - \$500**

- Corporate logo on [www.vallejoaquatics.org](http://www.vallejoaquatics.org) homepage (approximately 9,000 unique visitors per year).
- Corporate logo on all VJO meet t-shirts (sales average 75-125 units per meet).
- Full-page advertisement (8 1/2" x 11") in the meet program for:
  - VJO hosted Fall 2014 Swim Meet
  - VJO hosted Winter 2014 Swim Meet
  - VJO hosted Spring 2014 Swim Meet
- Corporate logo on a 3' x 5' vinyl meet banner to be displayed at:
  - VJO hosted Fall 2014 Swim Meet
  - VJO hosted Winter 2014 Swim Meet
  - VJO hosted Spring 2014 Swim Meet
- Recognition plaque with team picture for display at your business.
- Corporate Representation on the VJO Swim Team bulletin board at the John F. Cunningham Pool.

### **Silver Sponsor - \$250**

- One-half page advertisement (5 1/2" x 8 1/2") in the meet program for the:
  - VJO hosted Fall 2014 Swim Meet
  - VJO hosted Winter 2014 Swim Meet
  - VJO hosted Spring 2014 Swim Meet
- Corporate Representation on VJO Swim Team bulletin board at the John F. Cunningham Pool.

### **Bronze Sponsor - \$100**

- One-quarter page advertisement (4 1/4" x 5 1/2") in the meet program for the:
  - VJO hosted Fall 2014 Swim Meet
  - VJO hosted Winter 2014 Swim Meet
  - VJO hosted Spring 2014 Swim Meet

### **Friends of VJO - \$50**

- Business card-sized advertisement in the meet program for the:
  - VJO hosted Fall 2014 Swim Meet
  - VJO hosted Winter 2014 Swim Meet
  - VJO hosted Spring 2014 Swim Meet

### **In-Kind Sponsorships**

In-Kind sponsorships in excess of \$250 of goods and/or services that would be incurred as operating expenses in the normal course of business by the SWAC Swim Team will be considered on an individual basis. Benefits for in-kind sponsorships will be determined by the Fundraising Director, with benefits not to exceed those outlined above for cash sponsors.

### **Family and Friends Sponsorships**

The sponsorships listed above appeal primarily to corporations because of the marketing benefits offered. "Family and Friends" sponsorships are available for parents, grandparents, and friends who wish to support their swimmers with a spirit or good luck ad. Photographs are allowed and design assistance is available. Pricing is as follows for ads in both the Fall, Winter, and Spring VJO hosted swim meets:

- \$250 - 8 1/2" x 11"
- \$100 - 5 1/2" x 8 1/2"
- \$50 - 4 1/4" x 5 1/2"
- \$25 - business card

VJO is a 501(c)(3) non-profit organization. Amounts received may be tax deductible as advertising/marketing expenses for businesses (a tax advisor should be consulted), however, they are not tax deductible as a charitable contribution for businesses or individuals. VJO Federal Tax ID 94-2363675.

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**Tax ID# 94-2363675 (501-3C)**

## Sponsorship Form

Business Name: \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature of Sponsor Representative & Date \_\_\_\_\_

Signature of VJO Representative & Date \_\_\_\_\_

Sponsorship Amount/  
Level: \_\_\_\_\_

Payment Method: In full: \_\_\_\_\_ Check #: \_\_\_\_\_

Please make checks payable to **VJO**.

Sponsorship Period:

Beginning date: \_\_\_\_\_ Ending/renewal date: \_\_\_\_\_

When applicable, please provide a camera ready advertisement and a copy of your company logo. Please be aware that all banners must conform to the guidelines set forth by the City of Vallejo. Currently, our banners consist of a white back-ground with a blue VJO heading. Company specific logos and contact information will be added in black. To remain in compliance, we are unable to make changes to this format. **Please e-mail this information to [bcreativedesigns@gmail.com](mailto:bcreativedesigns@gmail.com)**. Once received, I will forward it to the sign company and they will create a proof. The proof will be e-mailed back to you for your approval before a banner is created.

Contact: Cyndee Bogard, Volunteer 510-407-5282.

For Office Use:

Picture     Plaque     Banner     Bulletin Board     Web Page     Program  
 Sponsorship Agreement Fulfilled

