



# WATER SHARKS SWIM TEAM SPONSORSHIP

Shiver, the Water Sharks Swim Team Advisory Group, has decided to pursue sponsorship opportunities similar to those of other youth sports programs at the Washington County YMCA for the 2018-2019 season. This approach helps to leverage the power of things that swim team already does – providing team shirts to swimmers and coaches, coordinating a Swim-a-Thon and utilizing sponsorship and advertising opportunities on our website to broaden the base of support for our swim team. It also provides a way for Shiver volunteers to collaborate with the Y to support benefits that have been added to swim team in recent years, specifically the team website, which is a subscription fee-based service and has been invaluable to both Shiver and the Y in coordinating swim team membership, activities and communications.

Sponsorship will be available at three different levels:

## **T-Shirt Sponsor - \$50**

A \$50 donation will put the name and/or logo of your family, business or organization on the back of the team t-shirt. Team t-shirts are provided to swimmers and coaches free of charge and are also available for purchase on the team apparel order.

## **Swim-a-Thon Sponsor - \$150**

Swim-a-Thon sponsorship helps directly offset the costs associated with putting on the Swim-a-Thon. Recognition includes signage at the Swim-a-Thon, acknowledgement in social media and email communications during the Swim-a-Thon as well as recognition at the year-end swim team banquet.

## **Website Sponsor - \$250**

Website sponsorship takes advantage of currently unused advertising space on the home page of the Water Sharks Swim Team. This area will be visible on both the public and signed-in home page views and can include name and logos. It is a great opportunity to promote your business and show your support of aquatics programming at the Y. The Water Sharks main homepage is used by every swim family to sign up for every meet and to access team information and communications multiple times per week, generating hundreds or thousands of views in a season.

In addition, all sponsors will be recognized at the year-end banquet and in the Washington Evening Journal at the end of the season. Any Swim-a-Thon or Website Sponsor can also be included as a T-shirt sponsor at no additional cost.

Participation in swim team provides personal and skills development as well as mentorship opportunities for both our new swimmers and our ten-plus year veteran swimmers. Many of our swimmers move on to become lifeguards, swim instructors, swim team assistants or pool managers, using skills they learned at swim team. Your contribution is an investment in our swimmers, and by extension, an investment in aquatics programs in our community. ***Shiver, the swim team and the Y staff and coaches acknowledge that there are many organizations that request your financial support and we are truly thankful for your financial support of our swim team.***

Sponsorship information must be returned by **Wednesday, November 7<sup>th</sup>** so that we can include your name on the t-shirt and/or in Swim-a-Thon. Website sponsorships can be made at anytime during the season. Please contact Diana Wubbena at [dgwubbena@gmail.com](mailto:dgwubbena@gmail.com) or Amy Schulte at the Y with any questions. Donations can be made using the Water Sharks Swim Team Facebook page donate button (currently under construction) or by checks made out to "Water Sharks Shiver." Please return your sponsorship information and/or checks to the following address:

YMCA of Washington County  
Swim Team Sponsorship  
121 E Main  
Washington, IA

Sponsor Name\*: \_\_\_\_\_

Type of Sponsorship: \_\_\_\_\_ \$50 \_\_\_\_\_ \$150 \_\_\_\_\_ \$250

Include your name on the team t-shirts? \_\_\_\_\_ Yes \_\_\_\_\_ No

\*please write the sponsor name as you would like to see it included on your sign and in communications; if you have a logo you would like to include, please email Diana Wubbena.

Sponsor Contact Person (name, mailing address and email address):

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Your sponsorship may be a deductible business expense or a qualified charitable contribution. Water Sharks Shiver is a part of the YMCA of Washington County, a qualified 501(c)(3) nonprofit organization.