



Dear Potential Sponsor:

My name is Julia Samson; I am the Junior Athlete Representative for Adirondack Swimming. Our Organization supports local swim teams in their efforts to provide quality training and competition in a safe and professional environment. Our vision is to offer valuable opportunities for all swimmers to reach their individual and team goals. As a youth leader in this organization, it is a goal of mine to help organize and fundraise towards a quality training trip. The purpose of this trip is to give our advanced athletes the opportunity to train at a cutting-edge level with some of the most elite swimmers in the organization. The goal is that every swimmer will reach their highest potential and advance to National level competitions. This trip will give the athletes an opportunity that has never been given to them before. It is essential for us to have community support from businesses like yours to help us fund this event for young swimmers in the area.

I would like you to consider supporting us in our endeavors. Sponsors will be represented on our promotional material, media campaigns and at our District events. In 2015 you will be advertised in over 27 meets. Your company will be recognized by the 2000 plus swimmers including their families and friends. In addition to that, you will be acknowledged by local teams and supporters from all NY counties along with MA, CT, NJ, and PA.

I have enclosed a sponsorship commitment letter that details the different levels of sponsorship. We would appreciate your support and consideration in being an active sponsor. Adirondack Swimming is a 501 –C 3 organization.

If you have any questions you can contact our Coaches Representative, Jenn Dixon at [518-231-4200](tel:518-231-4200) or email her at jenn Dixon@wildblue.net. I can also be reached via email juliasamson16@gmail.com quick reminder, I am a junior in high school so my availability to respond is more limited. We are looking forward to hearing from you and hope you see supporting these young swimmers in the community as a worthy cause.

We appreciate your time and consideration.

Sincerely,

Julia Samson

Junior Athlete Representative



Enclosed: Sponsorship Packet



Adirondack Swimming - Senior Training Trip Sponsorship Opportunities

Sponsors will be showcased at Adirondack Swim Meets for the 2015 swim year. This sponsorship opportunity provides more than 20 competition days of exposure covering over 2000 swimmers, their families and friends.

Meet sites span the Capital Region, the New Paltz area, and Hamilton County. Meets are regularly attended by teams and supporters from all NY counties, MA, CT, NJ, and PA.

Sponsorship Packages

Diamond Level \$2500

- Mention in all 20+ swim meets and related press releases
- Company name mentioned as Diamond Sponsor on Adirondack Swimming member email blast
- Company name prominently displayed at all 20 + swim meets on a large banner
- Mention on Adirondack Swimming website for 2015
- Company name and logo included in 20 + swim meets program

Platinum Level \$1,000

- Company name prominently displayed at 15 winter meets on a large banner
- Company name on our event program at 15 winter swim meets
- Mention on Adirondack Swimming website for 2015

Gold Level \$500

- Company name on 7 summer meet programs
- Mention on Adirondack Swimming website for 2015

Silver Level \$250

- Company name on our 7 summer meet programs

Advertising Opportunities in Winter Championship Meet Program

1/4 Page	\$50
1/2 Page	\$100
Full Page	\$150
Inside Front Cover	\$200
Inside Back Cover	\$200
Back Cover	\$250



Adirondack Swimming - Senior Training Trip Sponsorship Opportunities

Sponsorship Agreement

YES, we would like to sponsor the Senior Training Trip Fundraiser Please select level:

- _____ Diamond Level \$2500
- _____ Platinum Level \$1,000
- _____ Gold Level \$500
- _____ Silver Level \$250

Yes, we would like to place an advertisement in the Winter Championship meet program

- _____ 1/4 Page (2.75 x 4.25) \$50
- _____ 1/2 Page (5.5 x 4.25) \$100
- _____ Full Page (5.5 x 8.5) \$150
- _____ Inside Front Cover \$200
- _____ Inside Back Cover \$200
- _____ Back Cover \$250

All ads are b&w and should be formatted as PDF or JPG. Camera ready ad due by February 12, 2015. Please email ad to: jennidixon@wildblue.net

Please return this form along with payment of cash, check or credit card by February 12, 2015 to:

Jenn Dixon DACC 221 Victoria Drive, Delanson, NY 12053

Credit Card number _____ Exp date _____ Security code _____

Name on Card _____ Billing Zip Code _____

Questions, please call Jenn Dixon 518-895-9500