

2009 INSTRUCTION SHEET – PLEASE READ

Swim Team Reps:

Attached is a package containing all the documents you need to sell ads for the VPSU Champ's Meet Booklet. The rates are the same as last year.

T-shirt sponsors and back page advertiser on Program have first right of refusal until the first meet which is June 18th.

- T-shirt Sponsors: \$150 – includes the company logo on the back of the t-shirt and a full-page ad in the Champ's Booklet. This level targets larger companies and perhaps parents who own their own businesses. The sponsoring companies will receive logo exposure with more than 600 families in 20 neighborhoods all over the Peninsula and Williamsburg and is a terrific value for the money. These sponsorships are limited to the first 20.

Ad sales are a very easy way to fundraise. We ask our parents to carry a copy of the ad sales forms with them to their doctor's office, their orthodontist, the car repair shop, and any place they regularly frequent. Many businesses are happy to help out their regular customers by purchasing a very inexpensive ad.

We prefer all artwork for ads and logos to be electronic (email) and camera ready, but we can assist in production of the ad if necessary.

All material are due to Julie Smartwood by July 8th. That means you must plan a little wiggle room into your schedule to take care of collecting money, accounting and administration. As always, the teams keep 70% of the proceeds from the sales. All checks for your ad sales should be made payable to your team. Then, when you submit your ad paperwork, include a team check for 30% of total ad sales payable to VPSU. Your team keeps the balance.

The last two pages in the package are the letter and form soliciting the T-shirt sponsorship. Please note that on the second page of that form, you **will need to change the contact information to reflect your team, your ad salesperson and their contact info.**

If you have any questions or concerns, please contact:

Julie Smartwood **757-874-3346**

Virginia Peninsula Swim Union Championship Meet T shirt Sponsorship

Virginia Peninsula Swim Union was founded in 1969 and consists of 20 neighborhood swim teams from Williamsburg, York County and Newport News. The mission of VPSU is to provide a competitive summer swimming venue for more 1,000 swimmers on the Hampton Roads Peninsula. Managed entirely by parent volunteers, VPSU offers children age 5 to 18 the opportunity to learn sportsmanship, team camaraderie and competitive swimming in a fun and healthy environment.

The summer swim season culminates in a Championship Meet scheduled for Saturday, August 2, 2008. As a presenting sponsor of this meet, your business will have the opportunity to reach the families of more than 1,000 swimmers from Kingswood, Windsor Forest, Kingsmill, Windy Point, Coventry, First Colony, Queens Lake, Windsor Great Park, Edgehill, Kingspoint, Stonehouse, Indigo Park, Williamsburg Community, Ford's Colony, Two Rivers, Wendwood, Village Green, Greensprings, Powhatan Secondary and Wellington.

For your support you will receive:

- placement of your logo on the back of our Championship Meet T-shirt
- a full-page ad in our Champ's meet booklet
- a copy of the Meet Booklet and Meet T-shirt

This is a great opportunity for your business to reach potential customers in terrific neighborhoods by showing support for their children's swim team. And, because we are a non-profit 501(3)c organization, your donation is 100% tax deductible. The cost of Sponsorship is just \$150. Please fill out the sponsorship form on the following page and return it with payment, camera-ready ad and electronic logo before June 30th. Please call me with any questions or concerns.

Thank you for your support!