

Boulder Aquateens Synchronized Swim Team



Dear Friends & Local Businesses:

Attached you will find a great PR opportunity for you and your company that also benefits youth programs for many Boulder County residents. The Boulder Aquateens Synchronized Swim Team is based in Boulder, with swimmers from Boulder, Louisville, Lafayette, Longmont, Broomfield and other surrounding communities. We compete at a local, regional, state, and national level, thus serving many families in your area of business!

BE A BOULDER AQUATEENS SPONSOR!

Our team members have a strong passion and dedication to Synchronized Swimming, not only locally, but at the national competition level. You may have no idea that the Boulder Aquateens have been swimming for over 35 years and competing nationally most of that time. We are a member of US Synchronized Swimming www.usasynchro.org. Sports Illustrated has described Synchronized Swimming as follows:

Sports Illustrated: Most Underrated Sport- Synchronized Swimming is an all too easy target. But the physical prowess required in this sport takes a distance swimmers endurance and a speed swimmers strength. Throw in the control needed to suspend breathing for up to a minute and synchro is one of the toughest sports around. In order to perfect the lifts, twists and twirls required in a 5 minute routine, elite athletes work together up to 8 hours a day, 6 days a week. This sport has substance - even grit - beneath the surface.

-Sports Illustrated Magazine

While many youth sports in the Boulder area may be able to easily access practice fields or gyms, etc. in order to train at a competitive level, our team must seek out and rent pool space from several pools in the Boulder County region. This is not an easy or inexpensive process. There are swimmers who cannot afford to participate anymore, solely due to the rising costs of pool fees in the area.

Our team is running a sponsorship campaign to reduce the impact of the 2010-2011 county-wide budget cuts for youth recreation. Our goal is to raise \$20,000 to cover the costs of our pool rental and to maintain the level of excellence in coaching in our community. We would love your support as an official Boulder Aquateens sponsor.

Boulder Aquateens Synchronized Swim Team

Sponsorship levels range from \$200 to \$4,000, and will directly support the training of these young and talented athletes.

Benefits to your Company:

- Your Company logo featured on T-shirts to be worn by up to 75 Boulder Aquateen swimmers, coaches, parents and siblings at swim meets and when travelling through airports and restaurants en route to meets.
- Your signage during the season at the pools, as the pool regulations allow it.
- Your Company logo on our team web page with related couponing or other marketing opportunities.
- Your Company logo on our travelling team banner which is posted at all swim meets.
- Recognition in our team newsletters and in our press releases.

Your donation will enable Boulder Aquateens to help fund:

- Pool rental fees
- Coaching fees
- Special Consultants, including those from Olympic level competitors
- Travel expenses
- Music recording expenses
- Safety and first aid supplies

Reaching our goal depends on the generosity of the friends of the Boulder Aquateens: families, businesses and community members – we all have a stake in promoting youth sports in our community to keep our children focused with dreams and goals; teaching the power of teamwork, dedication, hard work, and the importance of maintaining healthy exercise and eating habits.

Would you please consider helping to maintain Boulder County's reputation for world class athletic training for all sports? Become a youth sport and community advocate. This is a great opportunity to become aligned with a wholesome, high quality and unique team sport that is worthy of your funding and support.

Thank you very much in advance for supporting our youth, a very special group of kids, with your assistance in making this year's Sponsorship Drive a great success! If you have any questions, please feel free to contact one of our Board members, Nancy Billica at (303) 601-0981 or billcavickers@comcast.net or Brenda Roberts (303) 903-1703 or brendaroberts125@msn.com.

Please return the attached sponsorship form, donation, and your company logo to the address below.

Respectfully,

Brenda Roberts
2010-2011 Team Sponsorship Chair
www.boulderaquateens.org

Boulder Aquateens Synchronized Swim Team

Boulder Aquateens “Fall Sponsorship Drive” Business Sponsor Form

Boulder Synchronized Swimming Association, Inc. Tax #ID 98-15496-0000

Thank you for contributing to the Boulder Aquateens Fall Sponsorship Drive. Your contribution will help protect the team program for our swimmers by reducing the impact of state, city and county - wide budget cuts in the recreation areas. The Boulder Aquateens (“Boulder Synchronized Swimming Association, Inc.”) will issue a receipt once your sponsorship has been received. Our organization is a 501(c)(3) organization, therefore all donations should be tax deductible. Please check with a qualified tax professional regarding your particular business situation.

Diamond Sponsorship - \$4,000 (1 Available)

- Company Logo/Name printed on team t-shirts. Your logo/company name will be placed by itself on the front of the shirt. In addition, your logo/company name will have the **largest font** on the back of the shirt.
- Right of 1st refusal for annual sponsorship renewal.
- Your signage during the season posted at the pools, as the pool regulations allow it
- Dominant ad in all team publications, programs, newsletters.
- Agreed upon patronage of establishment, when possible.
- Coupon/Promotional offer on website link.
- Your Company logo on our travelling team banner which is posted at all swim meets.
- Company logo placement on the Boulder Aquateens website with click-through opportunities to your company’s website.
- Company logo and website recognition in the Boulder Aquateens newsletters.
- Company logo and website recognition in Boulder Aquateens Sponsor Recognition email.
- Appreciation plaque and team photo for display at business location.
- Annual Recognition Award made in sponsor’s name.

Platinum Sponsorship - \$2,500 (2 Available)

- Company Logo/Name printed on all team t-shirts for each swimmer, coach, and parents. Your company will have the **second largest font** on the t-shirt.
- Coupon/Promotional offer on website link.
- Your Company logo on our travelling team banner which is posted at all swim meets.
- Company logo placement on the Boulder Aquateens website with click-through opportunities to your company’s website.
- Company logo and website recognition in the Boulder Aquateens newsletters, programs and publications.
- Company logo and website recognition in Boulder Aquateens Sponsor Recognition email.
- Appreciation plaque and team photo for display at business location.
- Annual Recognition Award made in sponsor’s name.

Gold Sponsorship - \$1,000 (5 Available)

- Company Logo/Name printed on all team t-shirts for each swimmer, coach, and parents. Your company will have the **third largest font** on the t-shirt.
- Coupon/Promotional offer on website link.
- Your Company logo on our travelling team banner which is posted at all swim meets.
- Company logo placement on the Boulder Aquateens website with click-through opportunities to your company’s website.
- Company logo and website recognition in the Boulder Aquateens newsletters.
- Company logo and website recognition in Boulder Aquateens Sponsor Recognition email.
- Appreciation plaque and team photo for display at business location.

Boulder Aquateens Synchronized Swim Team

Silver Sponsorship - \$500 (unlimited)

- Company Logo/Name printed on all team t-shirts for each swimmer, coach, and parents. Your company will have the **fourth largest** font on the t-shirt.
- Company logo placement on the Boulder Aquateens website with click-through opportunities to your company's website.
- Company logo and website recognition in the Boulder Aquateens newsletters, programs, and publications.
- Company logo and website recognition in Boulder Aquateens Sponsor Recognition email.
- Appreciation plaque and team photo for display at business location.

Bronze Sponsorship - \$350 (unlimited)

- Company Logo/Name printed on all team t-shirts for each swimmer, coach, and parents. Your company will have the **fifth largest** font on the t-shirt.
- Company logo placement on the Boulder Aquateens website with click-through opportunities to your company's website.
- Company logo and website recognition in the Boulder Aquateens newsletters and programs..
- Company logo and website recognition in Boulder Aquateens Sponsor Recognition email.

Friends of Boulder Aquateens - \$200-\$349 (unlimited)

- Company Logo/Name printed on all team t-shirts for each swimmer, coach, and parents. Your company will be listed below other sponsorship levels on the t-shirt.
- Company logo placement on the Boulder Aquateens website.
- Company logo and website recognition in the Boulder Aquateens newsletters and programs.
- Company logo and website recognition in Boulder Aquateens Sponsor Recognition email.

**Boulder Aquateens
"Fall Sponsorship Drive"
Business Sponsor Form**

Boulder Synchronized Swimming Association, Inc. Tax #ID 98-15496-0000

Please complete the following information:

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|-----------------------|----------------------|
| Name: | Business Name: |
| Address: | City, State and Zip: |
| Phone: | Email: |
| Level of Sponsorship: | Check #: |

Make checks payable to: Boulder Synchronized Swimming Association, Inc ("BSSAI")

Please send your check, sponsorship form and company to:

**BSSAI
Attn: Judy Bohn, Treasurer
3784 Moffit Court
Boulder, CO 80304**