

CFYN Tigershark Swim Team

Dear Potential Sponsor and/or Advertiser,

The Tigershark booster club works to provide a quality competitive swimming program at affordable prices for all swimmers. To help in this pursuit, we are currently seeking area businesses and individuals to become team sponsors and/or advertisers in the meet programs (“heat sheets”) for the two or three large invitational swim meets we host each year. Below are several reasons to consider sponsoring the team or advertising in our meet heat sheets.

- Each year the Tigersharks swim team is comprised of about 150 swimmers between the ages of 6 and 19 from all over the greater Akron area including Cuyahoga Falls, Stow, Silver Lake, Hudson, Kent, Tallmadge, and Twinsburg.
- In addition to promoting competitive swimming as a sport, the Tigersharks also strive to instill an understanding of the value of hard work and the importance of lifelong health and exercise, respect for self and others, and good sportsmanship.
- The Tigersharks compete in both the YMCA and USA Swimming programs which increases the team’s visibility.
- The Tigersharks are affiliated with the Greater Akron Riverfront YMCA branch in Cuyahoga Falls.
- The Tigersharks host the “Rocktober Pentathlon” at the University of Akron in October of each year. In its initial year, 2010, approximately 220 swimmers from 9 northeastern Ohio teams attended this meet.
- The Tigersharks also host the Hang 10 Invitational in January of each year, also at the University of Akron. In the past, approximately 450 swimmers from 14 northeastern Ohio teams attended this meet.
- Your ads will be seen by hundreds of swimmers, parents and other family members, and officials at each of the invitationals.
- The Tigersharks also typically host the NEO YMCA Divisional Championship swim meet each year. We are bidding to host this meet again in 2012. If we are successful in our bid and you are a sponsor, all of the benefits provided for the Pentathlon and Hang Ten will also be provided for the Divisional Championship meet. For advertisers, if we host the Divisional Championship meet and you had an ad in the Pentathlon and/or Hang Ten heat sheets, you will receive a discounted advertising rate for the Divisional Championship meet.

More information on the Tigershark competitive swimming program can be found on the team website at <http://www.cfyntigersharks.com>. The attached form summarizes the levels of sponsorship and the associated benefits. Advertising information is also included on the form for those businesses or individuals who would prefer to support the team in that manner. If you have additional questions, please contact me at (330) 678-2210 or at Sponsorship@cfyntigersharks.com (please include “Tigershark Sponsorship” in the subject line).

Thank you in advance for your support,

Diane Kurlich
Tigershark Sponsorship/Advertising Chairperson

Sponsorship Levels

Platinum Level--\$1000

- Static sponsorship logo ad on every page of the team website which averages more than 5,000 page views per month.
- Plaque presented to a representative of the business at the annual team awards ceremony at the end of the season.
- Hang Ten and Pentathlon Invationals benefits. All benefits are for both meets:
 - Company thanked as a platinum sponsor during the meets.
 - Company name on the meet t-shirts.
 - Company name on the front cover of the heat sheets.
 - Company name listed as platinum sponsor on the sponsor's page of the heat sheets.
 - Full page ad in the heat sheets.
 - Literature (e.g., coupons) approved by the Tigershark Board may be distributed at the meets.
 - Company banner may be displayed at the meets. The banner must be approved by the Tigershark Board prior to the meet and should not be larger than 6 feet by 6 feet.
 - These same benefits will be honored for the NEO YMCA Divisional meet if the Tigersharks host it.

Gold Level--\$500

- Sponsorship logo ad on every page of the team website which averages 5,000 page views per month.
- Plaque presented to a representative of the business at the annual team awards ceremony at the end of the season.
- Hang Ten and Pentathlon Invationals benefits. All benefits are for both meets:
 - Company thanked as a gold sponsor during the meets.
 - Company name listed as gold sponsor on the sponsor's page of the heat sheets.
 - Full page ad in the heat sheets.
 - Literature (e.g., coupons) approved by the Tigershark Board may be distributed at the meets.
 - Company banner may be displayed at the meets. The banner must be approved by the Tigershark Board prior to the meet and should not be larger than 6 feet by 6 feet.
 - These same benefits will be honored for the Divisional meet if the Tigersharks host it.

Silver Level--\$250

- Sponsorship logo ad on the home page of the team website.
- Certificate of appreciation presented to a representative of the business at the annual team awards ceremony at the end of the season.
- Hang Ten and Pentathlon Invationals benefits. All benefits are for both meets:
 - Company thanked as a silver sponsor during the meets.
 - Company name listed as silver sponsor on the sponsor's page of the heat sheets.
 - Half page ad in the heat sheets.
 - Literature (e.g., coupons) approved by the Tigershark Board may be distributed at the meets.
 - Company banner may be displayed at the meets. The banner must be approved by the Tigershark Board prior to the meet and should not be larger than 6 feet by 6 feet.
 - These same benefits will be honored for the Divisional meet if the Tigersharks host it.

Bronze Level—\$125

- Sponsorship logo ad on the home page of the team website.
- Certificate of appreciation presented to a company representative at the team's awards ceremony at the end of the season.
- Hang Ten and Pentathlon Invationals benefits. All benefits are for both meets:
 - Company thanked as a bronze sponsor during the meets.
 - Company name listed as bronze sponsor on the sponsor's page of the heat sheets.
 - Quarter page ad in the heat sheets.
 - These same benefits will be honored for the Divisional meet if the Tigersharks host it.

In-Kind Sponsorship

In-Kind Sponsorship in excess of \$125 of goods and/or services that would normally be incurred as operating expenses by the Tigersharks will be considered on an individual basis. Benefits for in-kind sponsorship will be determined by a vote of the Tigershark Booster Club Board. Benefits will be similar to those listed above for the tiered sponsorships.

2011-2012 CFYN Tigersharks Team Sponsorship and Advertisement Order Form

Please return this form along with your payment and ad copy to: CFYN Tigersharks, Atten: Diane Kurlich, PO Box 49, Cuyahoga Falls, OH 44222. Please make checks payable to "CFYN Tigersharks." Display ads must be camera ready. To guarantee that your ad appears in the heat sheets, all ads for the Pentathlon must be received by Friday, September 30, 2011 and all ads for the Hang Ten must be received by Friday, December 30, 2011. The Tigershark board reserves the right to return or edit any ads that are determined to be inappropriate.

Contact Name _____

Company Name (if applicable) _____

Address _____

Phone _____ e-mail _____

Sponsorship Package Level: Please indicate which sponsorship package you prefer. If you only wish to purchase advertising, skip this section.

_____ Platinum (\$1000) includes full page ad for both meets

_____ Gold (\$500) includes a full page ad for both meets

_____ Silver (\$250) includes a half page ad for both meets

_____ Bronze (\$125) includes a quarter page ad for both meets.

Advertising ala carte: Please indicate the ad size and whether you want to advertise in the heat sheets of one meet or both meets.

Full Page (8.5" x 11") _____ One meet (\$100) _____ Both meets (\$150)

Half Page (8.5" x 5.5") _____ One meet (\$60) _____ Both meets (\$90)

Quarter Page (4.25" x 2.75") _____ One meet (\$40) _____ Both meets (\$60)

Business Card (3.5" x 2") _____ One meet (\$25) _____ Both meets (\$37)

Event sponsor* _____ \$10 each _____ Three events for \$25

**(Please indicate below which meet(s), which event(s), and the text as you want it to appear in the heat sheet. Text is limited to 50 characters/spaces. If you do not choose a meet or event, we will choose them for you. If you do not specify the text, the following will be used, "Sponsored by (your name or company name)." Events and meets will be filled on a first come first served basis.)*

1. _____

2. _____

3. _____
