

Fundraising and Sponsorship Letter – March 2008

Dear Aquadillo Parents,

The purpose for sponsorships and fundraising efforts this year will focus on three areas: Keeping the fees we pay to a minimum, providing families with scholarships that would otherwise not be able to participate, and finally, securing and compensating our outstanding coaches. I would like to keep our families and coaches together by having the lowest fees possible and providing highly skilled coaches that are well compensated. I am very proud of the outstanding families and coaches that I can call my friends because of the Aquadillos. On top of that is the positive direction and instruction my son receives. It is for these reasons that I am motivated to endure the difficult task of asking for money.

Here's how you can help... Do you have suppliers that could be sponsors? What about people or products you do business with and would recommend to your friends? They could be sponsors. We also look for small gift certificates for the older swimmers bingo prizes.

Sponsorship levels remain the same this year at \$250, \$500, & \$1,000. My goals for the sponsors are to be able to give them exposure to over 200 families that could potentially support their businesses. For anyone directly securing a sponsor or becoming a sponsor themselves, there are discounts on registration fees as well as the company name on shirts, cabanas, and a website directory to make it easy to find and use those services or products.

There are discounts on swimmers registration fees of 25% for \$250 sponsorship, 50% for \$500 and 100% for \$1,000 for the first swimmer of the family. Of course, additional discounts are available for more sponsorship dollars.

In addition to company names on team t-shirts and visual exposure on boards and announcements at every meet, we're exploring the possibility of an Aquadillos web coupon campaign.

Other important fundraising efforts are: May 8th – Coaches serving us at Cold Stone Creamery and May 17th – Breakfast at Applebee's. These are highly successful fundraisers for us. We also have a swimathon on June 9th that raises substantial amounts of monies that helps us to purchase equipment, pay coaches, and pay the high cost of pool rental.

Included in this mailing is a sponsorship application with our non-profit ID for your tax free donations. For additional information please email me at mattmackay@suddenlink.net

Sincerely, Matt Mackay - Sponsorship Chair