



Loveland Swim Club Sponsorship Program

Our Organization

Loveland Swim Club (LSC) stands as a non-profit swim team rooted in Loveland, Colorado, committed to delivering exceptional swimming lessons and competitive training across a spectrum of ages and proficiency levels. From our swim-school tailored for young beginners, to elite-level training for swimmers competing on the national and international stage, LSC caters to the diverse needs of our community. Since 1966, we have been an integral part of Loveland, contributing to the city's fabric with a rich history of dedicated service.

Our Mission

At Loveland Swim Club, we embrace and champion the essential qualities that lead to success not only in sports but also in academics and life at large. Our core values encompass integrity, discipline, compassion, grit, respect, and leadership. These virtues form the bedrock of our philosophy, instilling in our members not just the prowess to excel in the pool, but also the character traits that contribute to well-rounded and accomplished individuals.

Our Philosophy

At LSC, our foremost goal is to ensure that our swimmers not only excel in the pool but also savor every moment, forging enduring memories and forming lifelong friendships. Our dedicated

coaches at LSC firmly believe that the journey of self-improvement within the realm of swimming is the cornerstone of a positive and enriching experience in the sport. We are committed to guiding our swimmers on a path of personal growth, striving to help them become the finest individuals and athletes they can possibly be. Join us in the pursuit of excellence!

Our Swimmers

Our team is a diverse community of athletes, ranging from the entry-level swimmer to the accomplished individuals competing at the national and international levels. This rich mix of talent creates a dynamic and supportive environment where swimmers of all skill levels can thrive and grow. At present, our competitive program boasts a membership of nearly 100 dedicated swimmers, each bringing their unique strengths and aspirations to the pool. Many of our swimmers have successfully pursued collegiate swimming opportunities, with several earning scholarships and representing their respective colleges at the highest level of competition.

Our Head Coach

Marty grew up competing for the Northern Colorado Tideriders, who were coached by Hall of Fame Colorado State coach John Mattos. He developed into a middle-distance freestyler and went on to swim for Poudre High School. After graduating high school, Marty attended Colorado State University and focused on education and eventually pursued a career in high school teaching and coaching.

Marty had worked as a swim instructor and coach throughout his collegiate experience starting with summer club coaching in Southern California which led to working with the swim camps and women's team at the University of Southern California. During the school years at CSU

Marty coached high school swimming at Rocky Mountain High School and later began coaching with the Village Green USA summer club program in the 1990s. Following the completion of his work at CSU Jasken began work as a history teacher at Loveland High School for 28 years and spent time coaching the Loveland High School swim teams during that time. Along with high school coaching Marty worked with Loveland Swim Club as the Head Age Group coach and interim head coach and he later became the head coach of the Vortex Swim Club in Fort Collins.

Marty's connection with Northern Colorado swimming and Loveland Swim Club are an important motivating factor of his desire to build and empower competitive success at LSC. His earlier time with LSC and his personal connections to the club remind him every day of the positive impact LSC has on the community of Loveland and Northern Colorado.

"In the pool we are going to be concerned with "HOW" we are going to do things as opposed to "How Much" we are going to do them". "I believe in working to develop committed, quality, whole athletes, to ensure long term training, competition, and emotional success for all the swimmers who develop and grow with Loveland Swim Club."

Why We Need Your Support!

- ***Scholarships and Affordability:*** Sponsorships can be used to establish scholarship programs, making it possible for swimmers with financial constraints to participate in the club's programs. This promotes inclusivity and ensures that talented individuals are not excluded due to financial barriers.
- ***Athlete Development:*** Sponsorships enable non-profit swim clubs to invest in athlete development programs, including specialized coaching, training camps, and competitions. This helps in nurturing talent, enhancing skills, and providing opportunities for swimmers to reach their full potential.

- **Equipment and Uniforms:** Sponsors can contribute towards the purchase of equipment, uniforms, and gear for the swimmers. This not only enhances the team's professionalism but also alleviates financial burdens on athletes and their families.
- **Travel Expenses:** Competitive swim clubs often incur significant travel expenses for competitions and events. Sponsorships can help cover these costs, allowing athletes to participate in a broader range of competitions and gain valuable experience.
- **Access to Resources:** Sponsors can offer access to valuable resources such as training facilities, equipment, and technology. This access can contribute to the overall improvement of the club's training environment and the performance of its athletes.
- **Event Hosting:** Non-profit swim clubs often organize events and competitions. Sponsorships can cover the costs associated with hosting these events, making them more successful and providing a platform for sponsors to gain exposure.
- **Financial Support:** Sponsorships provide crucial financial assistance to cover expenses such as pool rentals, coaching staff salaries, travel costs, and equipment purchases. Your financial support helps ensure the sustainability and growth of the swim club.
- **Facility Upgrades:** Sponsorships can fund improvements to training facilities, ensuring that swimmers have access to safe and state-of-the-art environments for practice and competition.
- **Marketing and Promotion:** Sponsorships often come with marketing opportunities, allowing the swim club to increase its visibility through sponsor branding on uniforms, banners, and promotional materials. This exposure can attract additional support and sponsorship in the future.
- **Community Outreach:** Sponsorships often involve partnerships with local businesses, fostering community engagement and support. This not only enhances the club's visibility but also strengthens its ties with the local community, creating a mutually beneficial relationship.

In summary, your support plays a crucial role in supporting our non-profit swim club by providing financial, resource, and promotional assistance, ultimately contributing to the overall success and sustainability of the organization. Help us continue our history of excellence!

[Insert Team Photo or any other cool photo that showcases the team or swimmers.]

Annual Sponsorship Levels

Gold Level = \$3000

- SWIM MEET SPONSOR – Your business will be named the MEET SPONSOR and your business name will be used in the naming of a LSC hosted swim meet.
- LONG FORM VIDEO – You can provide a long format video, highlighting your company and your sponsorship relationship to LSC and displaying your logo. The video will be linked on the LSC website.
- Silver & Bronze Sponsorship Benefits are included with Gold.

Silver Level = \$2000

- BANNER PLACEMENT AT THE MEET – Your business may provide a banner to LSC to be hung in a prime viewing spot in the pool area during the swim meet.
- MEET ANNOUNCEMENT – An announcement will be made at the meet highlighting and thanking our Silver & Gold Level sponsorships.
- LOGO PLACEMENT ON OUR TEAM SHIRTS - Your business logo placed on the back of our team shirts.
- Bronze Sponsorship Benefits included with Silver.

Bronze Level = \$500

- EMAIL TO MEMBERSHIP – An email that will highlight and thank all our Team Sponsors will be sent out twice a year, at the start of each season in the fall and spring
- SOCIAL MEDIA APPRECIATION – Your business will be highlighted on our social media platforms, including Linked In, Facebook, Instagram and Twitter.

- LOGO PLACEMENT AND LINK ON OUR WEBSITE – Your business logo and link to your website home page will be on our Team Sponsors and LSC home page of our website.

Friends of LSC = \$250

- LOGO PLACEMENT ON OUR WEBSITE – Your business logo and link to your website home page will be on our website on the sponsorship page

SPONSORSHIP DETAILS

- ANNUAL SPONSORSHIP AGREEMENTS will be established for each Team Sponsor with an annual renewable date of September 1st , or April 1st, if agreed upon by both parties.
- SPONSORSHIP AGREEMENTS FOR A THREE-YEAR PERIOD will receive a 30% discount. The 3 years sponsorship agreement will be established on September 1st or April 1st, and may be renewed every 3 years if agreed by both parties.
- PAYMENT OPTIONS: Annual or Three-Year Sponsorships will be invoiced annually in August or March and are payable on September 1st or April 1st of each sponsorship period where there is an agreement. Other payment options may be available upon request.
- TAX DEDUCTIONS – Loveland Swim Club (LSC) is a 501(c)(3) non-profit organization. Sponsorship contributions may qualify as tax deductible under federal and state regulations. LSC will issue a written acknowledgement detailing the qualified sponsorship payment.

Videos highlighting your company sponsorship of LSC should be compliant with the IRS Sec. 513 (i) Qualified Sponsorship Payments.

8

- LSC TEAM SPONSOR REQUEST: Team Sponsors request will need to fill out and/or update their company information via the LSC Team Sponsor Google Form to be found by clicking here [\[Update\]](#).

For additional information please contact [\[Needs update\]](#)