



## **FAST Team Sponsorship Program**

### **OUR ORGANIZATION**

Fort Collins Area Swim Team (FAST) is a year-round competitive swimming program, serving Fort Collins and the surrounding communities since 1987. FAST is a 501(c)(3) non-profit organization governed by a volunteer Board of Directors, with club membership composed of parents and guardians of FAST swimmers.

We provide opportunities for physical, social, and emotional development and teach the values of goal setting, discipline, and fitness.

The FAST Competitive Team hosts a variety of swim meets throughout the year, with a few very well-known meets included. These major competitions attract teams from all over the state. With roughly 800 swimmers competing in our high-profile meets, many of whom return year after year because of the great experience they have here in Fort Collins, FAST swim meets have the reputation of being some of the most well run, highly competitive meets in the state.

### **OUR STORY**

FAST's first practice was held in 1987, the day Edora Pool and Ice Center first opened, and the team has remained a constant fixture in the community since then. Since its inception, FAST has grown to over 450 members ranging in ages from 6-90 years old. FAST supports young swimmers of all abilities, including beginners taking their first strokes and seasoned swimmers preparing to take their next steps as Collegiate athletes.

Over the years, there have been many generations of FAST families who have all been a part of the program in one way or another. These families will tell you that swimming was a vehicle in which their child learned many life skills and built the character and drive to be the person they are today. This is why FAST is still here today, strong as ever, with over 35 years of experience and history. It is through our focus on the swimmer and their development as a Person 1<sup>st</sup> and Swimmer 2<sup>nd</sup> that FAST has continued to be a success at both the local and national level.

## **OUR MISSION**

Through an intentional process based on education, safety, proper technique, personal achievement, and fun, the Fort Collins Area Swim Team aims to develop in each athlete, World Class Character through Excellence in Swimming

## **OUR VISION**

We aim to build a solid swimming foundation through all our programming, including learn-to-swim, fitness, or competitive swimming. Our goal is to instill a love of swimming so that swimmers of all ages may utilize the sport as an opportunity for lifelong enrichment. On each swimmer's pathway through our program, we aim to build important characteristics that transfer away from the pool including physical fitness, goal setting, self-discipline, and self-esteem. We value these skills and the personal relationships built along the way as foundations for a lifetime of personal enrichment.

## **OUR ACCOMPLISHMENTS**

Athletes from FAST have gone on to represent the United States internationally as members of the USA Swimming National Team, the National Junior Team, competed at the Olympic Trials and Masters Nationals, earned swimming scholarships at every level of Collegiate swimming, and have placed amongst the best in the nation.

Since 2015, FAST has consistently placed among the top ranked 100 swimming clubs in USA being awarded each year gold or silver US Swimming Club Medal

With all of these high-level accomplishments, FAST is also very aware of every time a swimmer achieves a goal. Whether it's a small drop or a National Age Group record, it represents hours of practice and hard work. We recognize that everyone's goals are important no matter what level they are, which is why the club has been a continued success over the years.

## **OUR SWIMMERS**

Our team is comprised of athletes ranging from the entry-level swimmer all the way up to the national and international levels. Currently, there are over 60 swimmers in the age group competitive programs, 90 in the pre-competitive and fitness programs, 120 in the developmental programs and over 160 swimmers in our Masters program.

## **OUR COACHES**

FAST's Head Coach is Mike Novell. Coach Mike started with the Fort Collins Area Swim Team in October of 2013 as the Head Age Group Coach. During which time FAST Athletes have achieved new levels of success including State, Sectional, and Junior National first place finishes. Athletes on FAST have broken National Age Group records, numerous Colorado Swimming State Records, and a Pan Pac Pacific Record. While serving as the Head Age Group Coach, FAST achieved it's first Silver Medal, and Gold Medal club excellence status.

Coach Mike has won the American Swim Coaches Association Achievement award and in 2018 has been nominated the Colorado Swimming Senior Coach of the Year.

The Age Group Head Coach is Doug Stone. Coach Doug has been with FAST since 2015. In 2022, Coach Doug has been nominated the Colorado Swimming Age Group Coach of the Year.

The team employs 3 full-time coaches and 5+ assistant coaches. Our staff is dedicated to employing professional, innovative, positive coaches who are dedicated to making an impact on both the sport of swimming, as well as on the swimmers within their reach.

## **CLUB ADVANCEMENT**

As one of the top competitive swim programs in the country, Fort Collins Area Swim Team is committed to providing a premier instructional training experience for our athletes. The FAST Team Sponsorship Program provides supplemental funding for the expansion and enrichment of the team experience.

Previous sponsorships have facilitated the following club initiatives:

- Athlete support services – sports mental health training, sports recovery therapy, sports nutrition.
- Technology for the expansion of instructional influence – TV stands and rollers for the pool deck, iPads with waterproof cases, etc.
- Swim training equipment – Power Tower pulley weight trainers for strength and resistance swim training, portable swim wall
- Swim meet equipment – Computers, printers, software and other state-of-the art equipment that is necessary to host large swim meets
- Updating the facilities - Provide funding to assist with equipping and sustaining the facilities where FAST practices and swim meets are held, including the Edora Pool and Ice Center, in order to provide swimmers every opportunity for success

## **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 FAST hosted swim meet
- LIVESTREAM VIDEO ACKNOWLEDGEMENT - You can provide a 30 second video, highlighting your company and your sponsorship relationship to FAST and displaying your logo. The video will play during each swim session livestream.
- LONG FORM VIDEO – You can provide a long format video, highlighting your company and your sponsorship relationship to FAST and displaying your logo. The video will be linked on the FAST website and leading the FAST YouTube channel trailer before and after the sponsored meet.
- Silver & Bronze Sponsorship Benefits are included with Gold.

### **Silver Level = \$2000**

- BANNER PLACEMENT AT THE MEET – Your business may provide a banner to FAST 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.
- LIVESTREAM SLIDE ACKNOWLEDGEMENT - 10 second slide acknowledging your sponsorship and displaying your company logo, twice during each session livestream.

- LONG FORM VIDEO – You can provide a long format video, acknowledging your sponsorship relationship to FAST and your logo. The video will be uploaded on the FAST YouTube channel for one year.
- 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 FAST home page of our website

### **FREINDS OF FAST = \$250**

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

### **SPONSORSHIP DETAILS**

- ANNUAL SPONSORSHIP AGREEMENTS will be established for each Team Sponsor with an annual renewable date of October 1<sup>st</sup>, or April 1<sup>st</sup>, 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 October 1<sup>st</sup> or April 1<sup>st</sup>, and may be renewed every 3 years if agreed by both parties.
- PAYMENT OPTIONS: Annual or Three-Year Sponsorships will be invoiced annually in September or March and are payable on October 1<sup>st</sup> or April 1<sup>st</sup> of each sponsorship period where there is an agreement. Other payment options may be available upon request.
- TAX DEDUCTIONS – Fort Collins Area Swim Team (FAST) is a 501(c)(3) non-profit organization. Sponsorship contributions may qualify as tax deductible under federal and state regulations. FAST will issue a written acknowledgement detailing the qualified sponsorship payment.

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

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

For additional information please contact [bookkeeper@FortCollinsAreaSwimTeam.org](mailto:bookkeeper@FortCollinsAreaSwimTeam.org)

## FAST Organized Annual Swim Meets Schedule

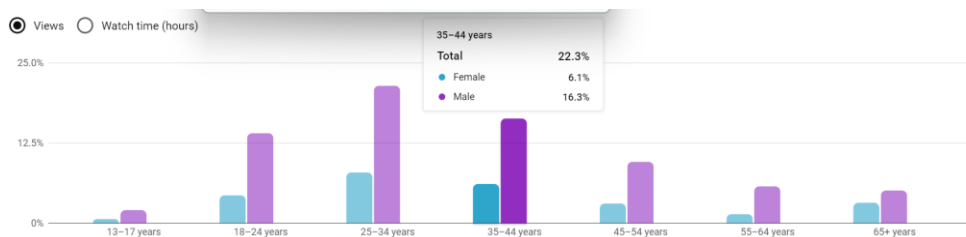
Date	Meet Name	Nb. Swimmers Participating	Sessions
1 <sup>st</sup> week October	Intrasquad	170	1
3 <sup>rd</sup> week October	Scary FAST	700	5
2 <sup>nd</sup> week December	Bill Spahn Mid Season	800	7 (Preliminary/Finals)
3 <sup>rd</sup> week January	Winter Open	700	5
2 <sup>nd</sup> week February	Last Chance	600	5
2 <sup>nd</sup> week April	Dual meet	300	1
3 <sup>rd</sup> week April	Spring Splash	600	5
1 <sup>st</sup> week June	Bonanza	650	7 (Preliminary/Finals)
4 <sup>th</sup> week June	FAST meet	200	1

In 2024 a new Preliminary/Finals swim meet is anticipated sometime in the April - June time frame.

## FAST YouTube Channel

- 1250 subscribers
- 12,000 views / 1000 hours viewed during a month
- Typical livestream session : 300 - 400 views /session, average view duration 20-30 minutes per session.
- A typical swim meet has 5 sessions. Preliminary/Finals swim meets have 7 sessions.

## 28 days statistics YouTube statistics



Viewer age	Viewer gender	Views (%)	Watch time (hours) (%)
13-17 years	Female	0.6	0.06
13-17 years	Male	2.03	0.28
18-24 years	Female	4.27	0.53
18-24 years	Male	13.93	1.61
25-34 years	Female	7.81	0.87

25–34 years	Male	21.39	2.57
35–44 years	Female	6.06	10.01
35–44 years	Male	16.25	20.36
45–54 years	Female	2.97	7.38
45–54 years	Male	9.45	11.15
55–64 years	Female	1.39	0.48
55–64 years	Male	5.71	0.89
65+ years	Female	3.14	30.47
65+ years	Male	5	13.33