



A non-profit organization FEIN #03-0582019 IBT #5538 8868  
Matt Elliott, Head Coach  
Kelly Malinowski, Supporting Partner Coordinator  
2815 Longmeadow Lane, Bloomington, IL 61704; (309) 242-2834  
[www.bnswimclub.org](http://www.bnswimclub.org)



Dear Potential Supporting Partner,

The Bloomington-Normal Swim Club (BNSC) is a non-profit, parent-owned, local competitive swim team with swimmers between the ages of 5 and 18 who compete year-round. Throughout any given year, BNSC swimmers have the opportunity to attend over 500 hours of quality swim instruction and training in a program designed by professional, experienced coaches.

Each swimmer is a vital and important individual on our team. BNSC swimmers, families, and friends can be proud of the fact that our swimmers consistently improve and often find success with reaching personal goals as well as team goals, whether that success is realized at practice, at local meets here in our community, in their high school programs, or at higher-level USA Swimming competitions.

Our club's mission is *"to build and maintain a highly successful community centered competitive swim program using sound business, teaching, and training principles, while focusing on the importance of athletes developing character, personal responsibility, and self-discipline in the pursuit of excellence in swimming and in life."*

We need your help. Throughout the next year, BNSC hosts several local swim meets. We invite you to become a Supporting Partner to support our swimmers, and to help make these events a rewarding experience for all swimmers within our community.

The success of our non-profit organization is made possible through the financial proceeds of these hosted meets, through the financial support of our parents, and finally through financial support of our local business partners. How will you benefit? Each of our 2-3 annually hosted meets usually bring in over 300 swimmers from 15 or more area swim clubs. We also host a few dual meets which means to you additional sponsorship exposure. Your sponsorship will help us meet many of our club's objectives, such as:

- Increasing our team's community visibility
- Providing opportunities for local businesses and organizations to support our team
- Helping us ensure our swimmers are able to train using more advanced methods and equipment
- Fostering participation in high school, state, and nationwide competitions for which they qualify

Please take a moment to consider becoming an official BNSC Supporting Partner. Accompanying this letter is a description of support levels and a commitment form to complete and return. Contributions are tax-deductible.

*If you feel that your specific business can help in other ways (donating food for our concessions or hospitality, providing paper, toner, or copiers for printing), please let us know. We appreciate any and every way you can assist.*

Thank you on behalf of our entire swim team for your support and investing in future area swimmers.

Sincerely,  
Bloomington-Normal Swim Club Booster Club

# Supporting Partner OPPORTUNITIES

(See next page for commitment form)



## **GOLD SUPPORTER**

**\$500/yr.**

- Dedicated booth or table to promote your organization at all hosted swim meets
- Flyers or brochure distributed to promote your organization at all BNSC events (not just meets)
- Logo displayed on Partner banner at all hosted swim meets
- Partner announcements during hosted swim meets
- Full-Page advertisement in all hosted swim meet programs
- Logo and link on BNSC team website

## **SILVER SUPPORTER**

**\$250/yr.**

- Flyers or brochures distributed to promote your organization at hosted swim meets
- Logo displayed on Partner banner at all hosted swim meets
- Partner announcements during hosted swim meets
- 1/2 Page advertisement in all hosted meet programs
- Logo and link on BNSC team website

## **BRONZE SUPPORTER**

**\$100/yr.**

- Partner announcements during hosted swim meets
- 1/4 Page advertisement in all hosted meet programs
- Logo and link on BNSC team website

## **SWIM MEET PROGRAM OPTIONS**

**\$50-\$100**

Available for our hosted meets. ONE AD PURCHASE WILL APPEAR IN ALL MEET PROGRAMS for one full calendar year.

- |                           |       |
|---------------------------|-------|
| ▪ 1/4 Page Advertisement  | \$50  |
| ▪ 1/2 Page Advertisement  | \$75  |
| ▪ Full Page Advertisement | \$100 |

**ADDITIONAL OPTIONS FOR TEAM SPONSORSHIP ARE ALSO AVAILABLE** (donations can be in the form of cash, store/business credit, or product/service donation). If your company or business can help us in other ways (donating food for our concessions or hospitality rooms; providing discounts for hotel accommodations for visiting teams; or sponsoring a profit-sharing dining night for our club.)

# Yes, I want to be a SUPPORTING PARTNER! Commitment Form



- |                          |                                |              |
|--------------------------|--------------------------------|--------------|
| <input type="checkbox"/> | <b><u>GOLD SUPPORTER</u></b>   | <b>\$500</b> |
| <input type="checkbox"/> | <b><u>SILVER SUPPORTER</u></b> | <b>\$250</b> |
| <input type="checkbox"/> | <b><u>BRONZE SUPPORTER</u></b> | <b>\$100</b> |

## **MEET PROGRAM ADVERTISER**

- ¼ Page (\$50)     ½ Page (\$75)     Full Page (\$100)
- .....

Company/Organization Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Company/Organization Website: \_\_\_\_\_

## **Payment Options: All contributions are tax-deductible**

- CASH or CHECK (checks should be payable to “BNSC”)
- Mail payment to: BNSC, c/o Mr. Kelly Malinowski, 2815 Longmeadow Lane, Bloomington, IL 61704
- For more information about our team or support opportunities, please contact Kelly Malinowski, Supporting Partner Coordinator at 309-242-2834 or [bnsclponsorships@gmail.com](mailto:bnsclponsorships@gmail.com).

## **Submit Logo**

- Email your company/organization logo to [bnsclponsorships@gmail.com](mailto:bnsclponsorships@gmail.com).
- If possible, logo should be print-ready format (.EPS, .PDF, or .JPG format at 300 dpi)

## **Submit Advertisement**

- Email your advertisement to [bnsclponsorships@gmail.com](mailto:bnsclponsorships@gmail.com)
- If possible, ads should be print-ready format (.PDF, or .JPG format at 300 dpi)
- Ad Size: Full page (8.5” W x 11” H); 1/2 Page (8.5” W x 5.5” H); 1/4 Page (4.25” W x 5.5” H)
- BNSC may be able to help create an ad, but not guaranteed. We are not professional graphic designers.