



HEAT

SPONSORSHIP OPPORTUNITIES

2025-2026



About the Champaign County YMCA HEAT Swim Team

Our team is a year round competitive swim team offering high-quality professional coaching and technique instruction for all ages and abilities. The goal of Heat is to provide every athlete an opportunity to improve swimming skills and achieve success at his or her level of ability, from novice to international competitor.

All of our coaches, as members of the American Swimming Coaches Association, have access to the most comprehensive training and certification program for youth coaches of any sport in the United States. They provide assurances that the time children spend in swimming will be quality time.

Heat is a member club of USA Swimming/Illinois Swimming and a YMCA affiliated team. Swimmers attend USA Swimming and YMCA meets. Locally, the team is a program of the Stephens Family County YMCA. **We are known nationally as Champaign County YMCA HEAT.**

We are a non profit club, run by an elected Board of Directors. Learn more about our team by scanning the code below or visiting us at: <https://bit.ly/3y9jMyR>



SCAN ME



Sponsor Heat!

Sponsoring Heat means something to our team. We're really grateful for your contribution and will work very hard to make this a great business relationship!

We'd like to be YOUR CUSTOMERS!

You'll connect with lots of receptive individuals and families that have lots of kids that could soon become your customers. Last year Heat had over 250 registered swimmers! Remember, we love our sponsors, and welcome a chance to return the favor of your contribution to our team! Also, and importantly, about a quarter of our monthly website traffic arrives from first time visitors to our website, which means you'll reach far more than just our registered members!

What type of customer are Heat families (and our guest teams at home meets)?

Well, we're athletes, so we're active and have been known to be good eaters. Either from the food we buy at grocery stores or meals at restaurants. We buy personal and home electronics, clothing, repair our cars, buy new cars, get our oil changed, seek legal advice, print and ship things, get cavities, need a good medical doctor, stay at hotels, rent cars, and travel (we're a travel swim team!). We also buy and sell homes, get home or auto loans, purchase home furnishings, have our homes cleaned, painted and repaired, could always exercise more, buy sporting equipment, need home and auto insurance, a great bank, and need tax & financial planning assistance.

Standout and get in front of your target audience

You're not just sponsoring our team - you are also buying into an advertising solution that will help you reach out to us and our guest teams at home swim meets. Regardless of what sponsorship package(s) you choose, you'll connect with us for an entire year. Gaining new customers and keeping the old ones coming back!

To lock-in your sponsorship please contact Coach Will Barker at will@ccymca.net or with questions please contact Natalie Kenny Marquez at nmkennymarquez@gmail.com.

Thank you to our 2024-2025 Sponsors:



The Champaign County YMCA is a non-profit organization, recognized by the IRS with a 501(c)3 charitable designation. All donations made to the Champaign County YMCA are tax deductible to the fullest extent of the law.

ANNUAL SPONSORSHIP OPTIONS

Butterfly Level | \$2,000

- Includes all perks from the lower levels, plus...
- Naming rights for one dual or tri swim meet in 2025/2026

Backstroke Level | \$1,500

- Includes all perks from the lower levels, plus...
- Opportunity to distribute promotional materials (provided by sponsor) at each of the team's three major home meets

Breaststroke Level | \$1,000

- Includes all perks from the lower level, plus...
- Announcer recognition throughout the team's three major home meets

Freestyle Level | \$500

- Logo and recognition on the team's website: <https://bit.ly/3y9jMyR>
- Social media mentions on the team's Facebook page
- Logo included on the Heat Sponsors placard hung in the Stephens Family YMCA



BAG TAG SPONSORSHIP

Get your logo on the bag of every swimmer at HEAT hosted meets!

- Your name or company logo on an official swimmer bag tag
- Bag tags will be distributed to every swimmer at each home meet (between 350-600 tags per meet)
- Swimmers keep these bag tags on their bags FOREVER! Be seen for years with this sponsorship opportunity!

All bag tag sponsors will also have their logo on the team's website, social media mentions on the team's Facebook page, and their logo included on the Heat Sponsors placard hung in the Stephens Family YMCA, in addition to recognition on every bag tag!

COST:
\$1,000 per meet



AWARDS BANQUET SPONSORSHIPS

HEAT's annual banquet takes place each April to recognize the team's accomplishments during the season as well as celebrate the graduating seniors. Last year, over 200 swimmers and their families attended the banquet which took place at the iHotel and Conference Center. All banquet sponsors will have their logo on the team's website, social media mentions on the team's Facebook page, and their logo included on the Heat Sponsors placard hung in the Stephens Family YMCA, in addition to recognition at the banquet for their role as one of the following sponsors:



- **Presenting Sponsor: \$800**
- **Awards Sponsor: \$600**
- **Red Carpet Sponsor: \$400**



ACCESS THE BANQUET PROGRAM ONLINE!

Scan the QR code below to view the 2025 program, including a special letter from Coach Will Barker, a listing of all of HEAT's amazing awards from the season, a special tribute to the graduating seniors, the photo slideshow, and more!

To lock-in your sponsorship or for more information about our team and our sponsorship request, please contact Natalie Kenny Marquez at nmkennymarquez@gmail.com.

AWARDS BANQUET SILENT AUCTION

A highlight of HEAT's annual banquet is the silent auction, which serves as the event's largest revenue source. The auction kicks off online in the days leading up to the banquet and continues throughout the evening, with all items available for attendees to view in person. This extended format gives everyone plenty of time to explore the offerings and place their bids. The funds raised from the auction make it possible for HEAT to provide complimentary entry to the awards banquet for every swimmer and coach. Our team is up for just about anything, but these have always done very well at our auctions:



- **Movie tickets**
- **Restaurant gift cards**
- **Clothing and apparel**
- **Passes to local attractions & events**
- **Sport and music lessons**
- **Gift baskets**
- **Pool passes**

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HOSPITALITY SPONSORSHIPS

Other ways that you can support HEAT is through the form of food donations, for the hospitality room at our three home-hosted swim meets:

- **Illinois Open, University of Illinois ARC: July**
- **Erin Block, Urbana Indoor Aquatic Center: November**
- **Mid-Winter, Urbana Indoor Aquatic Center: January**

At these meets we provide food for about 50 key volunteers, which includes home and visiting coaches, officials, and meet management. As the sponsor of our hospitality room, you'll connect with lots of receptive individuals (and their families that have a lot of kids who are also your customers!).

In return for your sponsorship, you will receive:

- Logo and recognition on the team's website
- Social media mentions on the team's Facebook page
- Announcer recognition throughout the meet
- Signage in the hospitality room
- Signage displayed throughout the swim meet

To lock-in your sponsorship or for more information about our team and our sponsorship request, please contact Jan Reynolds, Heat Booster Board Hospitality Chair, by phone at 217-260-4975 or by email at jkreynol@comcast.net.