



# **Boilermaker Aquatics**

## **Sponsorship Information**

2022-23 Competition Year

***Leaders Everywhere*** is a part of our vision for this team which involves teaching, encouraging, and allowing young athletes to be leaders in the pool, on land, and with their team.

We have created an environment where athletes are protected and encouraged to grow as people and swimmers.



# Developing Future Leaders

Boilermaker Aquatics is a year-round competitive youth swim club that aims to develop leaders through the sport of swimming. We aim for a fun environment for youth to learn and succeed at the life-long skill of swimming and teach many positive life skills including competitiveness, teamwork, responsibility and goal setting.

Boilermaker Aquatics athletes are leaders not just in the pool, but in their communities as well. You will find BA athletes volunteering with local organizations, competing in academic competition, creating initiatives to improve their neighborhoods and more. When you invest in Boilermaker Aquatics as a sponsor, you are investing in the future of Greater Lafayette as well.

## SPONSORSHIP OPPORTUNITIES

Boilermaker Aquatics offers a variety of sponsorship options for nearly every personal, business and corporate budget. Sponsorship may be done on a per season, annual or per meet basis depending on budget or sponsorship priorities.

Sponsorship is essential to keeping participating in competitive swimming affordable for the average family. Competitive club teams face rising costs of finding and securing pool space not only for training, but for hosting meets as well.



## SPONSORSHIP TYPES

Boilermaker Aquatics offers two main sponsorship types: Annual and Event.

**Annual Sponsorships** will provide benefits that last throughout the year and will be ongoing in our general media such as website and social media. It will also include ongoing sponsorship recognition at our regular season meets. **Event Sponsorships** are specific to a particular meet or season and can be chosen based on your needs. Event sponsorships may also be fulfilled in part through in-kind donations, not to exceed 50% of the total sponsorship amount.

***Leaders Everywhere***

# ANNUAL SPONSORSHIPS

**Duration:** September - August

Black Level - \$5,000

## **Annual Benefits:**

### **Social/Digital**

- Priority placement of logo with link on Boilermaker Aquatics homepage & sponsorship page from September through the following August.
- Recognition on Boilermaker Aquatics social media at least eight times per sponsorship year.
- Logo placement in BA's monthly newsletter to athlete families

### **Event Benefits**

- Sponsorship recognition at all four BA-hosted meets per year (December, January, May, and June). Including, but not limited to:
  - Full-color digital display on scoreboard during meet warm up
  - Banner placement on pool deck during meet
  - Recognition by announcer four (4) times per meet session
  - 3 hot heats per session "presented by [your name/business]"
  - Option to add items/coupon/vouchers in athlete swag
  - Signage displayed throughout the event space, including at athlete check in, volunteer check in, spectator entrance

### **Merchandise**

- Top Logo placement on Championship T-Shirts, twice annually

Gold Level - \$2,500

## **Annual Benefits:**

### **Social/Digital**

- Logo placement with link on Boilermaker Aquatics homepage & sponsorship page from September through the following August.
- Recognition on Boilermaker Aquatics social media quarterly
- Logo placement in BA's monthly newsletter to athlete families

### **Event Benefits**

- Sponsorship recognition at two BA-hosted meets per year (December/May or January/June). Including, but not limited to:
  - Full-color digital display on scoreboard during meet warm up
  - Banner placement on pool deck during meet
  - Recognition by announcer two (2) times per meet session
  - 2 hot heats per session "presented by [your name/business]"
  - Option to add items/coupon/vouchers in athlete swag
  - Signage displayed throughout the event space, including at athlete check in, volunteer check in, spectator entrance

### **Merchandise**

- Logo placement on Championship T-Shirts, twice annually

# ANNUAL SPONSORSHIPS

**Duration:** September - August

White Level - \$1,000

## **Annual Benefits:**

### **Social/Digital**

- Logo placement on Boilermaker Aquatics homepage & sponsorship page from September through the following August.
- Recognition on Boilermaker Aquatics social media quarterly
- Recognition in BA's Monthly newsletter to BA families

### **Event Benefits**

- Sponsorship recognition at one BA-hosted meets per year (December/May or January/June). Including, but not limited to:
  - Full-color digital display on scoreboard during meet warm up
  - Banner placement on pool deck during meet
  - Recognition by announcer one (1) times per meet session
  - 1 hot heats per session "presented by [your name/business]"
  - Option to add items/coupon/vouchers in athlete swag
  - Signage displayed throughout the event space, including at athlete check in, volunteer check in, spectator entrance

### **Merchandise**

- Logo placement on Championship T-Shirts, once annually. Your choice of March or July championship shirt.



# EVENT SPONSORSHIPS

**Duration:** Targets a specific meet or season

Meet Title Sponsor: \$1,500 (or additional \$500 on top of Annual Sponsorship for Titled Meet)

Event Benefits:

- Naming Rights to the meet, for example: "BA Winter Champions Classic, presented by [insert business name]"
- Corporate naming included in meet logo and on all digital and printed meet resources (BA website, event landing page, t-shirt design, heat sheets, result sheets, social media, etc.)
- Full color display on scoreboard during meet warm up at all sessions
- Banner placement on pool deck during meet
- 3 hot heats per session "presented by [your name/business]"
- Option to add items to athlete swag
- Signage displayed throughout event space, including athlete check in, volunteer check in, spectator entrance.

T-Shirt Sponsor - \$500

Merchandise

- Logo placement on Championship T-Shirts (twice annually)
- Logo displayed on website from September through following August
- Social media recognition in posts featuring team wearing championship shirts (4 times annually)

Heat Winner Sponsor - \$500 (one per meet)

- Available for each hosted BA meet: Winter Champions Classic, Gold Fever Invitational, Early Bird Invitational and Boiler Bash Invitational
- Provides prizes to all heat winners
- Sponsor recognition by announcer one (1) time per meet session
- Company logo displayed on scoreboard display during warm up
- Option to add items to athlete swag
- Logo displayed on event landing web page
- Name displayed on Sponsorship web page
- Recognition during hot heats during all sessions, dependent on number of items and hot heats run

Hot Heat Sponsor - \$250 (one per meet)

- Available for each hosted BA meet: Winter Champions Classic, Gold Fever Invitational, Early Bird Invitational and Boiler Bash Invitational
- Provides full size candy bar or prizes to athletes who place first in "Hot Heats"
- Company logo displayed on scoreboard display during warm up
- Logo displayed on event landing web page
- Name displayed on Sponsorship web page
- Recognition during hot heats during all sessions, dependent on number of items and hot heats run

# SPONSORSHIP FORM



Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

Boilermaker Aquatics Contact: \_\_\_\_\_

## Sponsorship Selection

### ANNUAL SPONSORSHIP

- Black Level - \$5,000
- Gold Level - \$2,500
- White Level - \$1,000
- Meet Title Sponsor (Add On) - \$500
  
- Meet Title Sponsor - \$1,500
- T-Shirt Sponsor - \$500
- Heat Winner Sponsor - \$500
- Hot Heat Sponsor - \$250

## Meet Sponsorship Preference

Meet preferences for Meet Title Sponsor (Add on or regular), Heat Winner Sponsor or Hot Heat Sponsor will be provided on a first-requested basis.

Please indicate preferred meet to sponsor:

- Winter Champions Classic - Early December prelim/final format, mid season championship style meet (all ages meet)
- Gold Fever - Late January (all ages meet)
- Early Bird Invitational - Mid May prelim/final format meet (targets 15&Over athletes)
- Boiler Bash - late June (all ages meet)
- No preference. Please apply our sponsorship to any of the above meets.

## Payment

- Check enclosed. Please make checks payable to Boilermaker Aquatics.
- Please provide an invoice to the email address listed above. Invoices are due 30 days after receipt.
- I would like to pay for sponsorship using electronic payment.

Sponsorship form with invoice and electronic payment requests may be emailed to Jordan Bonfitto at [jordan.bonfitto@gmail.com](mailto:jordan.bonfitto@gmail.com). Forms with enclosed payments may be mailed to: Boilermaker Aquatics, % Jordan Bonfitto, PO Box 2782, West Lafayette, IN 47996

Boilermaker Aquatics is a 501(c)3 non profit organization.