

## SPA Fundraising Instructions Fall Classic Swim Meet Sponsorship & Ads

1. Each SPA swimmer is expected to solicit a minimum of \$50 in donations per swimmer. In past years many families have generated much more!
2. Review the Information Sheet to familiarize yourself with the sponsorship levels and the ad sizes available
  - a. Sponsors donate more money than advertisers but receive much more recognition in return
  - b. Consider asking for a sponsorship first and then asking for an ad
3. Complete the Sales Sheet and collect the donation at the same time
  - a. Make all checks payable to **Springfield Aquatics**
  - b. Please mail checks and Sales Sheet to:
    - i. Drury University Attn: Doug Schranck 900 N. Benton Springfield, MO 65802
    - ii. You can also place them in the gray box at the pool
  - c. Please include the swimmer's name on the form so you get credit for the sale. This will also help us at next year's fall classic
4. **ARTWORK DISCLAIMER**
  - a. **All artwork MUST be camera ready images and must be emailed in a PDF or JPEG file to [springfieldaquaticsmeda@gmail.com](mailto:springfieldaquaticsmeda@gmail.com)**
  - b. **No hard copies of art will be accepted and we will not be able to resize, modify or recreate any art.**
5. If the donor needs to send the ad copy or money for donation later, please complete the sales sheet with a name, address and phone number
  - a. **Remind the donor about our deadline of September 21, 2018**
  - b. Each swimmer is responsible for making sure the art and forms are all submitted correctly (We are here to help you if needed)
  - c. Pick-up and delivery instructions can be obtained from Rusti Skidmore
6. If the donor needs a letter from SPA, please contact Rusti Skidmore:  
[rskidmore03@hotmail.com](mailto:rskidmore03@hotmail.com) | 417-839-9482



## SPA Sales Sheet

Donor/Business Name: \_\_\_\_\_  
Business Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
\_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
\_\_\_\_\_ SPA Swimmer: \_\_\_\_\_

### Platinum Medal Sponsor - \$1,600

- Name & Logo appears on all team trophies
  - Printed prominently on front cover of program/heat sheet (all swim families purchase a heat sheet)
- Name & Logo appear on 2' x 4' full color plaque displayed prominently in Breech Pool at Drury University for the entire season
- Public announcements of donor/business sponsorship during swim meet

### Gold Medal Sponsor - \$1,000

- Starting Block Sponsor (Ad will appear on the starting block)
- Name & Logo appear on 2' x 4' full color plaque displayed prominently in Breech Pool at Drury University for the entire season
- Donor receives full-page ad in swim meet program/heat sheet
- Public announcements of donor/business sponsorship during swim meet

### Silver Medal Sponsor - \$500

- Name & Logo appear on 2' x 4' full color plaque displayed prominently in Breech Pool at Drury University for the entire season
- Donor receives full-page ad in swim meet program/heat sheet
- Donor sponsors one major stroke event
  - Major strokes are: freestyle, backstroke, butterfly, breaststroke, individual medley and relays
  - Public announcement of sponsorships are made each time the major stroke event takes place

### Bronze Medal Sponsor - \$300

- Name & Logo appear on 2' x 4' banner displayed prominently in Breech Pool at Drury University
- Donor receives full-page ad in swim meet program/heat sheet

### Program/Heat Sheet Ads (Black/White Artwork Only)

1/2 Page (8 1/2" x 5 1/2") Ad - \$100

1/4 Page (5 1/2" x 4 1/4") Ad - \$50

Personal Swimmer Messages ( Up to 5 messages limit 10 words each) - \$50

*Instructions: Please check the level of sponsorship or ad size you wish to donate. Then mail the sales sheet and donation (Checks payable to Springfield Aquatics) to SPA C/O Doug Schranck, 900 N. Benton Springfield, MO 65802. Email artwork (JPEG or PDF) to: [springfieldaquaticsmedia@gmail.com](mailto:springfieldaquaticsmedia@gmail.com) DUE BY 9/21/18*