

2017

SPONSORSHIP OPPORTUNITIES





www.madisonaquaticclub.com

“Where Greatness is Achieved”

Dear Swim Supporter:

The Madison Aquatic Club (MAC) is proud to be one of the premier year-round USA Swimming Teams in Wisconsin. Our mission is “to provide swimmers of all ages and abilities the opportunity to participate in the sport of competitive swimming,” regardless of their income or ability to pay. Each season we offer scholarships to families in need and are asking for your support to provide more to our community.

WILL YOU HELP US SUPPORT SWIMMERS WHO NEED FINANCIAL ASSISTANCE BY SPONSORING MAC?

You or your business can make a tremendous impact in someone’s life.

To recognize your support, we offer a variety of sponsorship levels and advertising benefits which are included in this packet. MAC is one of the best teams in the Madison area. Partnering with us will get your business noticed!

MAC PROVIDES MORE THAN \$30,000 IN FINANCIAL ASSISTANCE ANNUALLY. Our goal is to give every child and family the opportunity to be part of our swim program that wants to join regardless of income level. We do not want them to have the financial stress or worry about how they can afford it. **WILL YOU HELP US REACH OUR GOAL?**

YOUR SPONSORSHIP WILL HELP CHANGE LIVES and give children in need from the Madison area the opportunity to participate and compete in the sport of swimming. The sport of swimming teaches dedication, hard work, discipline and perseverance. It is also something that you can do as a lifelong activity to help you lead a healthy lifestyle. What can start as a sport to be involved in and a pastime can become something that these athletes excel at! Many on our team reach the ability to qualify for State and National level competitions.

MANY OF OUR ATHLETES HAVE FINANCIAL DIFFICULTY AND ARE UNABLE TO ATTEND ELITE TRAVEL COMPETITIONS THAT THEY HAVE QUALIFIED FOR such as our State Championships and National Championships. Traveling to the Wisconsin State Championships can cost over \$1,000 for a weekend with travel expenses such as: hotel stays, food, admission fees and entry fees. Attending a National Meet requires travel across the country and can cost over \$3,000 per athlete. Your support will help make traveling to these meets possible for them. Your sponsorship will also go towards helping outfit athletes in need to make sure they have the basics to train and compete. A swimsuit, swim cap and goggles costs over \$100/swimmer, and training equipment costs about \$100/swimmer.



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IT IS A MISSION OF OURS TO PAY IT FORWARD TO AS MANY PEOPLE AS POSSIBLE TO MAKE A DIFFERENCE.

Giving back to the community and giving kids the opportunity to participate is a personal priority of mine. Growing up, my family received assistance from our swim team towards team fees and travel costs to the National competitions that I qualified for. Without that opportunity, I would not be where I am today because participating in these meets opened doors for me to attend college and swim. Swimming changed my life. It gave me a purpose, became my passion and is now my profession.

I hope you or your business will sponsor MAC. I know first hand how these scholarships can help swimmers reach their potential. Please contact me if you have any questions.

Email: coachshaneryan@gmail.com Cell: 608-217-7081.

Sincerely,

A handwritten signature in black ink that reads 'Shane Ryan'.

Shane Ryan, Owner & Program Director, Madison Aquatic Club (MAC)



Beata Nelson
2016 National Female High School
Swimmer of the Year



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WHY SPONSOR MAC?

NATIONAL RECOGNITION. LOCAL IMPACT. In 2016 MAC was recognized by USA Swimming's Club Excellence Program as Bronze Medal Club. Only the Top 200 Teams (out of 3,000) in the Nation are recognized for this achievement. MAC was one of 3 teams in the State of Wisconsin to receive this recognition.

Over the last year MAC has been featured nationally in Swimming World Magazine, SwimSwam, the Wisconsin State Journal and on local Madison television several times for our achievements. This year one of MAC's athletes was recognized as Swimming World's National High School Female Swimmer of the Year and was featured with a full length article. We also had a swimmer qualify for the USA's Junior National Team and competed in the FINA World Junior Championships in Singapore. MAC swimmers currently hold 9 State Records and 1 National Record and we have 17 Top 20 ranked times in the country.

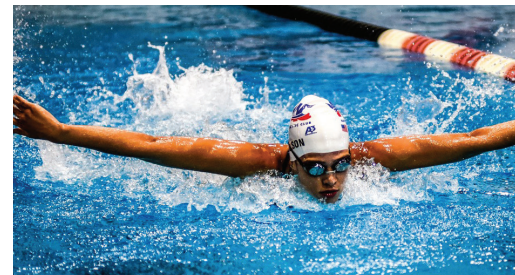


Over the summer MAC had two swimmers represented at the US Olympic Team Trials. It was the largest attended swim meet in US history with over 18,000 spectators daily. We have athletes proudly represent MAC at other national caliber meets such as the US Open, USA Nationals, USA Junior Nationals, ISCA Junior Nationals and ISCA Age Group Showcase Classic.

Carly Piper Ryan
2004 Olympic Gold Medalist & MAC coach



Drew teDuits
2013 NCAA Champion



Shane Ryan

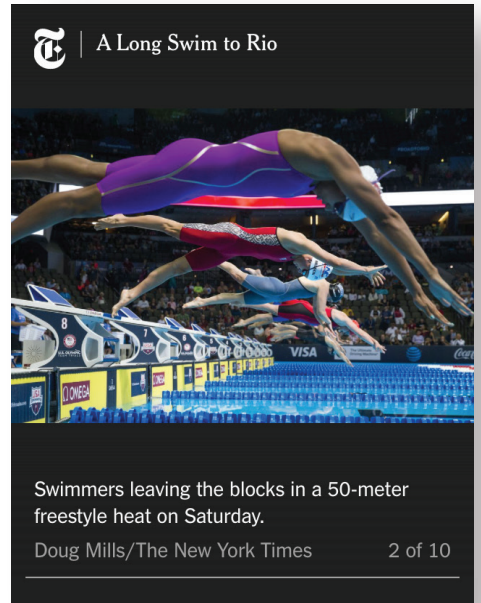
SWIMMING | U.S. OLYMPIC TEAM TRIALS



JESSI SCHOVILLE – Daily Cardinal

Beata Nelson practices with the Madison Aquatic Club at the Southeast Recreation Facility in Madison. Her coach, Shane Ryan, is the club's owner.

Deeper waters await Nelson



T | A Long Swim to Rio

Swimmers leaving the blocks in a 50-meter freestyle heat on Saturday.

Doug Mills/The New York Times

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FEMALE HIGH SCHOOL SWIMMER OF THE YEAR



SUPER-DRIVEN AND READY TO RACE

BY ANNIE GREVERS

Beata Nelson finished her storied high school career at Verona Area/Mount Hebron High School in Wisconsin with a public high school record in the 100 yard fly (51.62) as well as 12 individual and relay state titles. This fall, she'll be taking her talents close to home at the University of Wisconsin.



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WHY SPONSOR MAC?

MAC IS A ONE OF THE BEST TEAMS IN THE MADISON AREA. PARTNERING WITH US WILL GET YOUR BUSINESS NOTICED!

MAC hosts two competitions a year that draw more than 500 athletes each and several thousand spectators. Athletes that compete in our hosted meets come from all around Wisconsin and neighboring states. Our goal is to host more meets next year.

Your support will be noticed and visible in public, at schools, on the pool deck and in the stands. People will know that you care about the sport of swimming and are helping to get more people involved that might not have been able to without your assistance!

BY SPONSORING MAC YOU WILL HELP MAKE A DIFFERENCE IN A SWIMMERS FAMILY'S LIFE FOREVER IN OUR COMMUNITY.





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SPONSORSHIP BENEFITS

	Capital Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Meet & greet with Olympic Gold Medalist & MAC coach, Carly Piper Ryan	✓			
Logo on National Team Shirts.	✓			
Logo on State Team Shirts	✓	✓		
Year-long Recognition on Social Media and email monthly email blast.	✓	✓		
Company Banner at team sponsored events	✓	✓		
Logo & Hyperlink on Website home page	✓	✓	✓	
Logo on Seasonal Team T-shirt	✓	✓	✓	
Logo on Scoreboard at Meets.	✓	✓	✓	✓
Ability to provide promotional material at our sponsored events	✓	✓	✓	✓
Program Advertising Space and Meet Program Placement.	✓	✓	✓	✓
	FULL PG.	FULL PG.	1/2 PG.	1/2 PG.



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SPONSOR COMMITMENT FORM

STEP ONE: SELECT THE SPONSORSHIP LEVEL:

YES! Our company wishes to be sponsor partner with the Madison Aquatic Club!

- Capital Sponsor** \$5,000
- Gold Sponsor** \$2,500
- Silver Sponsor** \$1,000
- Bronze Sponsor** \$500
- Personal Sponsorship** \$ _____

STEP TWO: COMPLETE THE CONTACT INFORMATION:

Company Name: _____

Contact Name: _____

Contact Phone: _____

Email Address: _____

Address: _____

City: _____ State: _____ Zip: _____

STEP THREE: RETURN THE COMMITMENT FORM:

Email or mail the Sponsorship Form to:

Janis Katz - janiskatz@gmail.com
5423 S 46th St, Greenfield, WI 53220

If you have any questions or would like to discuss other sponsorship options, please contact:

Shane Ryan - coachshaneryan@gmail.com
phone: 608-217-7081