

Dear Crown Point Swim Club Families,

As Vice President of the Crown Point Swim Club, I am writing this letter to explain our Corporate Sponsor Program. This program is vital to the funding of the club. It helps reduce the cost of your dues. This program can save you money!

When you signed up for the club we informed you that you need to purchase \$80 worth of Happy Ads as part of your fund raising requirements. By obtaining for the club a Concession Sponsor, this fills your requirement for the Happy Ads and you personally are not required to pay the \$80. If you are able to obtain for the club a Bronze, Silver or Gold Sponsor, you will not be required to fill the \$75 minimum per child for the swim-a-thon either. So for a Bronze, Silver or Gold Sponsor you will meet your fund raising requirement completely.

How are you to obtain corporate sponsors? Please don't think it is difficult, it is not. Speak to your employer about the club. Other sources could be your favorite restaurant, grocery stores, drug stores, any place you do business. Use the handouts we are providing to give to your prospective donors. The club will provide extras if you need them. With the Olympic bid in Chicago coming soon, there is quite a buzz about swimming, which is a great topic to discuss with these prospects. Also speak of general physical fitness, the excellence of our coaching staff, and how well we have performed recently at state meets.

I will handle all of the acknowledgements and receipts your sponsors may need. Please make sure you fill out the Corporate Sponsor information sheet and return it with payment attached. Checks should be payable to the Crown Point Swim Club.

In conclusion, this program is vital towards both saving you money, and contributing in a very large way to the club. If you have any questions, please contact me at 219-663-2080 or e-mail me jlodovisi@comcast.net and I will be very happy to discuss them with you.

Thank you so much for your participation.

Jerry Lodovisi

Vice President, Crown Point Swim Club

Crown Point Swim Club

Heat Sheet Ads

The Crown Point Swim Club is made up of approximately 150 children from the Crown Point area, ages six through sixteen. In order to cover costs of paying professional coaches, pool facility fees, timing equipment, swimming awards and other swim meet related expenses, the swim club hosts Invitational meets. These meets attract over 800 swimmers and spectators from Lake and Porter counties.

Placing an ad in our heat sheets would be an excellent opportunity for your business to reach area consumers. The ad prices are as follows:

Full Page	\$80.00
Half Page	\$50.00
Quarter Page	\$30.00
Business Card	\$20.00

Please provide a clear copy of your company logo or a current ad that can be scanned into our heat sheet programs.

Thank you for your support!

Parents of Crown Point Swim Club

Happy Ads

The following information is for the Happy Ads fundraiser. If you are unable to sell a minimum of \$80 worth of business Ads or corporate sponsorship, attached is a choice of "Happy Ads" for you to choose from. Please mark the Ad/s you wish to submit for your swimmers to the value of \$80 (They are \$10 each). Please feel free to include a message with your Ad selections. You may also design and e-mail your own full or partial page Happy Ads. Return them to the pool no later than October 30, 2009 so we will have time for proofing for the heat sheet for the Fall Invitational, held November 13-15. The Happy Ad obligations are due December 18, 2009. These Happy Ads will be in the Winter Invite meet packet which will be held January 8-10, 2010. If you have any questions please e-mail me (jlodovisi@comcast.net) or phone me at 663-2080 and I will respond as soon as I am able.

Thank you,

Jerry Lodovisi