



TEAM SPONSORSHIP

Villages of Kiln Creek • Yorktown • Newport News

In an effort to obtain the necessary equipment and services that are necessary to help the Kiln Creek Dolphins remain the excellent team experience that our children deserve, we seek individual and community support. This is a parent-run organization chartered to promote competitive recreational swimming for Yorktown and Newport News residents of the Villages of Kiln Creek.

TEAM DEMOGRAPHICS

- 120 swimmers – ages 5 – 18
- Daily direct contact with over 100 families
- Sanctioned member of the Greater Peninsula Swimming Association (GPSA)
- KC hosts 6 home meets with several hundred spectators at each meet
- The team participates in 10 swim competitions – include the Peninsula's two largest competitions – GPSA City Championship and Mini-Meet
- Active "dot.com" Web-Page
- Access to over 90% of KC families via bi-monthly community newsletter and direct e-mail
- Large team bulletin board in public area of KC swimming pool

KILN CREEK POOL AND NEIGHBORHOOD DEMOGRAPHICS:

- Over 10,000 enter the KC pool each summer
- Over 1,800 single family homes with total population access over 5,000
- Median household income is about \$70,000
Median Home Price: \$350,000 (2452 sq. ft)
- Median age is 31.9 years.
- More than 35 percent of the population have moved in the past 5 years (double the national average)
- More than 70 percent of the households have 2 or more workers
- Two-thirds have attended college or completed a degree

Managed solely by volunteer parents, the Team is sponsored through annual team dues, local businesses, and individual sponsors. Our sponsors provide a wide variety of support to the team and are instrumental to the success of the team – but equally as important, foster a sense of local community and business support for the efforts and achievements of our children and their families. Four levels of sponsorship are available and may be in the form of financial support, a needed good or service, or any combination thereof:

BRONZE Sponsors (\$100-199)

- Company boldly recognized on the team page (www.kcswimteam.net)
- Bold recognition on the Team Bulletin Board visible to all KC Pool patrons for entire season
- Framed team Certificate of Appreciation with Team Picture
- Invitation to the annual team recognition banquet and pool party with special recognition

SILVER Corporate Sponsors (\$200-349)

- Provided 4'x 6' advertising space¹ on the Kiln Creek Pool Fence during ONE HOME SWIM MEET
- Company boldly recognized on the team page with a link to your company page (www.kcswimteam.net)²
- Bold recognition on the Team Bulletin Board visible to all KC Pool patrons for entire season
- Custom team sponsor wall plaque with the team picture
- Invitation to the annual team recognition banquet and pool party with special recognition

Premier GOLD Sponsors (\$350 +) - LIMITED TO ONLY 6 SPONSORSHIPS!

- Provided 4'x 6' advertising space on the Kiln Creek Pool Fence during ALL HOME SWIM MEETS³
- 10'x 10' display space within the pool area for table-top or pop-up exhibit for your company at one designated home meet
- Special recognition as the "Meet Sponsor" at one (1) home meet to include public announcements
- Company provided banner and link posted on the team page (www.kcswimteam.net)
- Bold recognition on the Team Bulletin Board visible to all KC Pool patrons for entire season
- Custom team sponsor wall plaque with team picture
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SPONSORSHIP PERIOD begins within 7 days of payment through 31 March 2012

¹ For sponsor's banners, logos, etc. – Must be provided 24hours in advance of the scheduled event

² Drop down text box if no Web Link is available

³ For sponsor's banner/logos, etc. - Must be provided 24hrs in advance of each meet

2011 SWIM COMPETITIONS / TEAM ACTIVITIES:

May 31 – Practice Begins (M-F)
June 18 – Team and Individual Pictures
June 20 - Mock Meet – KC Pool
June 23– Home Meet vs. Willow Oaks
June 27 – Meet at Colony
June 30 – Meet at George Wythe
July 7 -Home Meet-vs-Running Man
July 11-Hold for Meet make-up day
July 12-Home Meet-vs.-Windy Point –
July 14- Home Meet vs. Warwick Yacht

July 18- Meet at Elizabeth Lakes
July 21 – Meet at Tabb
July 23 – Mini Meet@ Ft. Eustis
July 25 – Home Meet-vs.-Poquoson
July 28– Tentative Meet-(Team/Location TBD)
Aug 6 – GPSA City Championship @ Ft. Eustis-21 Teams
Aug 7 – Team Awards Banquet
Additional Home and Away meets to be announced.

Various Dates: Pre-Meet and Post Meet Socials and team Building Events and Family/Team Outings

SPONSORSHIP AIMED AT (but not limited to) THE FOLLOWING PROJECTS/GOODS:

- 35 Workout deck mats (ESTIMATE: \$500.00)
PURPOSE: Use on pool deck for dry land training as well as inside workout during inclement weather
- 10 StreachCordz (ESTIMATE: \$250.00)
PURPOSE: Training aid in stationary swim resistance for breaststroke
- Various Training Documents/Publications (ESTIMATE: \$100.00)
PURPOSE: Provide source of visual reference and instruction
- Printing and Reproduction (ESTIMATE: \$200.00)
PURPOSE: Printing of handbooks, swimmer/parent materials, etc.
- Swimmer Recognition Programs (ESTIMATE: \$1,200.00)
PURPOSE: Purchase annual awards, trophies, special incentive products, weekly photography products, etc.
- Video Camera (ESTIMATE: \$600.00)
PURPOSE: Provide swimmer evaluations on dives, stroke execution, turns and finishes for the purpose of training and corrective measures.
- Webpage Management (ESTIMATE: \$100.00)
PURPOSE: Pay annual hosting dues, software upgrades, consulting, etc.
- Team Building Activities (ESTIMATE: \$500.00)
PURPOSE: Provide budgeted resources for swim team to develop, plan and host various team building and sportsmanship activities before meets, special activities, etc.
- Teambuilding Training Events (ESTIMATE: \$250.00)
PURPOSE: Provide hands-on training and skill development to instill the importance and value of teamwork and good sportsmanship (i.e. rope course, etc.)
- Team and Pool records Board (ESTIMATE: \$3,000)
PURPOSE: Provide accurate recognition of record holders in the Kiln Creek Recreation Center Pool during GPSA sanctioned Swim Meets.

THIS LIST ONLY ADDRESSES A FEW OF THE KEY PROJECTS AND GOODS NEED TO SUPPORT A TEAM OF THIS SIZE. ADDITIONAL ITEMS AND SERVICES WILL BE SECURED THROUGHOUT THE SWIM SEASON AND WILL BE DOCUMENTED WITH THE SWIM TEAM BOARD. SPECIFIC DETAILS ON SPONSORSHIP EXPENDITURES CAN BE OBTAINED FROM THE SWIM TEAM BOARD BY WRITTEN REQUEST.



For more information. . .

Contact Sponsorship Coordinator Nancy Rose
Phone: (757)872-6431 or email Rose40@cox.net
Kiln Creek Dolphins Swim Team Website: www.kcswimteam.net



TEAM SPONSORSHIP

Villages of Kiln Creek • Yorktown • Newport News

On behalf of the entire Kiln Creek Swim Team – indeed, the entire Villages of Kiln Creek community, thank you for your support and important sponsorship. Your contribution will allow the team to obtain the necessary equipment and services that are necessary to help the Kiln Creek Dolphins remain the excellent team experience that our children deserve.

SPONSOR DESIGNATION NAME (How Sponsor Wishes to be displayed; i.e. Acme Car Rental)

SPONSOR POINT OF CONTACT (NAME)

PHONE / FAX NUMBERS

Phone: Fax:

Office

E-MAIL:

MAILING ADDRESS

DESCRIPTION OF SPONSORSHIP

CONTRIBUTION AMOUNT: \$ CK#: *PLEASE MAKE PAYABLE TO KC SWIM TEAM)*

DONATION OF GOOD/SERVICE DESCRIPTION OF DONATION:

COMBINATION OF BOTH
 (COMPLETE ALL INFORMATION ABOVE)

VALUE OF DONATION: \$
 TOTAL COMBINED VALUE: \$

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SILVER Corporate Sponsors (\$200+)

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 June 23 July 7 July 12 July 14 July 25
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 SIGNATURE SPONSOR (date)

 KC SWIM TEAM REPRESENTATIVE (date)

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