



FUNDRAISING PACK



Swimming For Life
Partnerships • Participation • Performance



VISION

Swimming for Life

MISSION

"Swimming Waikato will foster swimming throughout our region by creating strong partnerships, participation growth and performance excellence."

VALUES

- Excellence
- Working Together
- Improvement & Innovation
- Respect
- Inclusive

GOALS

Partnerships

Building enduring partnerships with key stakeholders to develop the sport of swimming across our region.

Goals

1. Strong relationships
2. Promotion

Participation

Recognising and supporting coaches and clubs as the key delivery channel for swimming, providing support and resources for all key stakeholders."

Goals

1. Engage Stakeholders
2. Reward Volunteers
3. Promote New Membership
4. Promote Pathway
5. Schools
6. Clubs
7. Facilities

Performance

In collaboration with Central Swimming, deliver a clear high performance pathway and enhanced opportunities for our swimmers, coaches and technical officials."

Goals

1. Create a clear, structured HP pathway
2. Promote and facilitate joint CS and NZS programs
3. Provide resources, services and funding support for clubs
4. Secure a stable financial platform for the region
5. Deliver "best practice" governance and management

FUNDRAISING IDEAS

24 Hour Events

A 24 hour event is a great way to gain publicity for your organisation, especially if you turn the event into some sort of challenge and get the whole community involved. Think about what your organisation provides in the community and create a challenge around that. It could be 24 hours of music, art, dance, chess, debating, cooking, gardening, or just about anything. In addition to paying an entry fee, participants seek sponsorship for every task (game, lap, dance, cake) or hour completed.

Antique Fairs

Antique Fairs can work in all sorts of ways. The easiest and most effective way is to enlist the help of an antique expert to appraise items in return for promoting their store. People then bring along items for appraisal and pay your organisation for the privilege of doing so.

Art Exhibitions

There are several ways to hold an art exhibition and you can make it as big or as small as you choose. Some ideas include:

- An exhibition of your members' work.
- An exhibition and auction of celebrity works.
- An exhibition where individual artists contribute to a group show. You can choose to select artists based on certain criteria, or have an open exhibition.
- Partnering with an established artist to promote a solo exhibition.

Charging a small entry fee to view the exhibition is one way to raise funds, but the majority of your fundraising will occur by either auctioning donated works, or taking a percentage of all artworks sold.

Auctions

You can run an auction on just about any theme, and they have the potential to raise thousands of dollars. To find out all sorts of tips, tricks, and advice about running a successful auction, check out the 'Planning an Auction' article in our Members Area.

Birthday Parties

Parents pay big money for birthday parties, especially if it is something a little different. Think about what your organisation can offer for children to have-a-go at, and create a birthday party around that theme.

Boat Trips

Chartered boat trips are a great social occasion and they can help raise some quick cash too. Simply charter a boat and sell individual tickets at a profit. You can, of course, organise all sorts of fun activities for your guests while you are at sea.

Buy a Brick

This idea has been around for years and can be adapted to suit any sort of building project. Ask individual people to support your venture by literally paying for an individual piece of the construction. Depending on your project, supporters could buy a brick, roof tile, fence paling, or paving stone. Trees and shrubs could also be individually sponsored for outdoor projects.

Calendars or Diaries

There are several companies that can turn your pictures into standard calendars, or you can design your own calendars or diaries specific to your organisation. You could include things like committee names and numbers, dates for committee meetings, tournaments, exhibitions, awards and other events which are relevant to your members.

Cash for Cabbages

Cash for Cabbages is an idea that means your organisation receives a certain amount of cash for every cabbage sold over a certain period of time. (Of course, it doesn't have to be cabbages!) This type of fundraiser can be organised with various types of retailers and you could choose a product that has links to your organisation.

Christmas Campaigns

There are all sorts of fundraising activities that can be built around a Christmas theme with a twist, making it unique to your organisation. Some ideas include Christmas cards, personalised decorations, Christmas trees, carol concerts, Christmas light show, photos with Santa, or a Christmas fair. You could also do Christmas gift wrapping for donations in a shopping mall or large department store.

Club Books

Club books are simply a compilation of submissions from your members and can have any theme you choose. Books full of recipes, school holiday ideas, and art and craft activities seem to be the most common, but you could choose a special area of interest for your members, and sell them for a healthy profit.

Club Merchandise

Club merchandise is a good way to raise funds, particularly, if you brand merchandise that your members actually need. Schools, pre-schools and sports clubs could have their logo printed on bags, hats, drink bottles and T-shirts - if your members need to buy them anyway they might as well be through you.

Coffee Evening

Great coffee is as much an art as great wine. A coffee connoisseur evening is a fun way to cash in on the cafe scene. In partnership with a local cafe, have their barista give various coffee related demonstrations. They could explain the technical differences between types of coffees, provide tastings of different coffee roasts and suggest sweets for each cup. People pay an entry fee to attend the evening (or morning if you would like to get some sleep) and the cafe offers a percentage of any items sold at the event.

Coin Trails

The idea of making a trail with coins has been around for generations, but has become less popular with the advent of EFTPOS. Coin trails can still work well provided participants are warned in advance to bring coins.

Choose a flat area of concrete and use chalk to draw out your logo, or a picture that relates to your organisation, or specific fundraising target. Encourage people to place coins on the picture to help colour it in.

Collection Buckets

Gone are the days when door-to-door appeals made tens of thousands of dollars because many people do not have spare change to toss in the bucket. However, collection appeals can still work,

provided you do them at the right place and at the right time. Target your collection appeal to a specific event where you have a captive audience with loose change in their pocket.

Pub collections are also a great idea. Put yourself in fancy dress and, with the bar owner's permission, ask patrons for a donation. The alcohol usually loosens the wallet and once one person gives, all their friends will follow.

Cow Pat Betting

Cow Pat Betting is a truly interactive way to run a raffle. An area of land is pegged into numbered grids and a cow is allowed to roam freely. Prizes are awarded to those who correctly guess (or draw) the numbered square where the cow decides to poo.

Demonstration Nights

Demonstration nights are just that - a night full of demonstrations where people can learn something new and perhaps even have the chance to try it out.

Some demonstration themes include cooking, arts and crafts, basic handyman skills, hair, makeup and fashion, home entertaining.....the list is endless.

People pay to come along, and you can add to the night with raffles, giveaways and an auction.

Discos

Discos are an age old fundraising idea, and they still work incredibly well. For lots of tips, tricks and advice about organising a successful disco, check out our 'Planning a Disco' article in the Members Area.

Dog Tucker Ram Drives

Ask farmers if they will donate their old rams for meat processing. Club members then sell the 'dog tucker' to raise funds.

Donate an Hour

More and more businesses are choosing to help make a difference in their communities and they are encouraging their staff to also be actively involved. One way workers can do this is by donating one hour worth of wages to your organisation every month.

Start by hosting an after work function where you can present your organisation to the staff. After the presentation, give staff members the opportunity to complete an automatic payment form to have the equivalent of one hour's wages deducted every month. You could also encourage the business to match their staffs contributions - dollar for dollar.

Dress Up Days

Simply think of an item of clothing that relates to your organisation and ask local businesses to dress-up for a specific day. Staff members can make a donation for the privilege of wearing mufti. To generate even more publicity you could make it a corporate challenge setting bank against bank, store against store and so on. The same idea can be used amongst schools-particularly if your organisation is related to children or families.

Easter Egg Hunt

Either seek sponsorship for a whole heap of Easter eggs, or ask members to bring in donations in the weeks leading up to the event. Choose a specific park, reserve, or section of your grounds where the hunt will take place and then sell tickets to people who want to take part. On the morning of the

event, hide all your eggs and, at a specified start time, let everybody go hunting.

To make sure everybody goes home with some eggs, it is a good idea to have two separate hunts - one for young children and one for older children. You may also like to hold back a few bonus treats for anyone who misses out during the hunt. Remember to note how many eggs you hide and how many are collected. That way you can check if there are any left to find.

Eftpos Extra

Having collection boxes on shop counters used to be very effective, however, more and more customers use only EFTPOS for shopping and spare change is harder to come by. Team up with a large retail store and encourage customers to add \$1 to every EFTPOS transaction. There are lots of ways this idea can be managed, but a simple way is for the store to treat the transaction as a cash-out - a \$1 coin is removed from the register and put into your collection box.

Event Clean Up

Nobody likes cleaning up after an event, especially if they have already put in weeks or months of organising it. Many commercial event organisers pay not for profit groups to do the clean up job and some not for profit groups ask like-minded organisations to help them.

If you are aware of a big event coming up, contact the event organiser and ask how much they would donate to your organisation if you took care of the clean-up.

Firewood Sales

Ask around local farmers or land owners for them to donate a tree for firewood. Club members get stuck in to cut, sell and deliver the firewood.

First Aid Kits

Everyone needs a good first aid kit in their home and car, and they are easy to make up. Purchase a quantity of plastic containers in bulk, and fill them with the necessary first aid equipment.

Add a profit margin to each kit, and market them to your members, friends and supporters.

Food Festivals

New Zealand has some fabulous food festivals of international standard and many of them started as small fundraising events for local organisations. To make your food festival something different, you need to find an angle that hasn't been done in your region before. It may be a food festival that focuses on a particular part of the world, or perhaps, a particular part of the palate. Imagine a festival of 'Food with Fire' (spicy food), or 'Sweet Indulgence' - the possibilities are endless.

Fruit Picking

All over New Zealand there are fruit trees producing fruit that is going to waste. Ask your members to bring in excess fruit from their own gardens and think about friends or family that may also have fruit surplus to requirements. Organise a sales stand outside your office, or bag up all the fruit and take it to the local markets. If you have large quantities of fruit you may be able to sell it to a commercial manufacturer.

Funniest Home Videos

Just about everybody has a video or DVD recorder these days, so it's easy for people to create their very own 'funniest home video'. Host a 'Funniest Home Video' competition and ask members to

submit their movies for judging with a small entry fee. Sell tickets to a 'Funniest Home Videos' movie night and present the awards in true OSCAR style.

Gift Baskets

St. Valentine's Day, Easter and Christmas are all a great opportunity to sell luxurious gift baskets and with careful planning it can be a real money spinner.

Simply make a sample of three or four different styled gift baskets and visit local businesses asking for orders. Industrial areas are particularly good as men like to have the perfect gift solution without having to think very hard!

Once you have taken the order, ask your customer to pay in advance, or at least pay a healthy deposit. This ensures the sale actually goes through and gives you some cash flow to prepare your baskets. Deliver the baskets on a pre-agreed day.

Gumboot Throwing

This is great idea for a fair or gala. People simply pay a set fee to toss a gumboot and their distance is recorded. At the end of the day, the person who has thrown the gumboot the furthest - WINS. You may like to have several categories so that everybody gets a fair chance. Perhaps one prize for men, one for women, one for boys and one for girls.

Indoor Games Night

Good old fashioned board games are fast becoming extinct with television and computer games definitely taking over. An indoor games night is a fun way to encourage family time with real conversation and you can turn the event into an inter-family challenge.

Families buy tickets to enter the event and they compete against other families in various games. Choose simple games that everybody knows or can learn quickly, and build in a special twist. Perhaps they could play 'pick up sticks' using giant sticks, or play chess where each person has to take turns deciding the next move.

Metal Recycling

Believe it or not, there is money to be made in scrap metal - and not just in cans. Metal merchants will pay you for all sorts of scrap including aluminium, copper, brass, lead, batteries, electrical cable, steel, stainless steel, roofing iron, radiators and machinery.

Phone a local merchant to find out exactly what types of metal they will take and how much they will pay, then organise a collection amongst your members. Many merchants offer a bin for you to collect everything in and they will come and pick it up.

Moo, Sheep and Horse Poo

If it's good enough for the Auckland Zoo, it's good enough for you. Rural organisations can collect animal manure, bag it up and sell it as fertiliser. A good money-maker all year round.

Party in the Park

Think about ways your organisation can use the local park to create a fun day out. You could facilitate various stalls and activities and charge people an entry fee to attend. By joining forces with another community group you could make the event bigger and brighter and make some extra money by charging them a stall fee to be involved.

Pea Straw Sales

Once pea paddocks have been harvested, clubs can move in to bale and sell the straw remnants. Pea Straw makes a good garden cover, so contact your local garden club for some potential buyers.

Photo Sitzings

Lots of people like the idea of having a family photo done, but many don't get around to it unless an opportunity drops right in their lap.

Make an arrangement with a photographer to provide a free sitting and basic print for a specified number of people and then sell the photo sittings at \$10 each. Your members get a great print for just \$10 and the photographer has the opportunity to sell bigger packages to those who want it.

Some photographers come to you and take the photographs over one or two days. Others are happy for you to sell vouchers and members organise their own appointment at the photographer's studio.

Private Parties

Ask your members to host a private party and ask each of their guests for a donation. They could host anything from a garden party to a black tie dinner - and anything in between.

Roast Dinners on the Run

Everyone loves a good roast dinner - especially if they do not need to make it themselves. Pre-sell tickets for individual roast dinners which people can collect on the way home from work. Simply cook the right amount of meat and vegetables, and dish them into aluminium trays for people to collect. For an extra charge you could also offer a winter dessert such as steam pudding or apple crumble and cream.

Once you get the hang of it, you can make Roast Dinners on the Run a monthly activity. If you get it right, you'll be surprised by how many people make your roast dinners a regular habit.

Scavenger Hunts

The television programme 'Amazing Race' has breathed new life into an old fundraising idea - scavenger hunts. A scavenger hunt is, quite simply, an event where teams are challenged to find clues, visit places, or perform tasks in order to win the game. The scavenger hunt can take place all over the city, or within specified boundaries as stated by you. Teams are charged an entry fee, with one grand prize up for grabs.

Some ideas for a scavenger hunt include:

- Ask participants to take digital photographs of their team members at various locations. Do not tell them exactly where, they must decipher the location from a series of clues. Then, see if they are correct when they return with the photos.
- Ask participants to take digital photographs of their team performing various challenges.
- Give participants a series of clues that will help them find specific locations. At each location they must find a pre-placed symbol or flag to prove they were there.
- Ask participants to collect a list of items from around your city.

However you organise your hunt, make sure you provide plenty of time for your participants to complete the challenges safely.

Second Hand Shop

Granted, not every organisation has the resources to run a fully fledged second-hand shop, but you

can make use of what you do have and run a small second-hand corner within your clubrooms.

Ask members to donate good quality second-hand goods and have the shop open anytime your rooms are being used. You could have a volunteer roster to actually man the shop, or set it up with an honesty box. Only you know what system will work best for your members.

Sell Your Space

Look around your organisation and see what spaces you have available for advertisers. You could sell advertising space in your newsletter, on your building, fence, car, or team shirts. Be creative!

Swap Meets

You can have a swap meet for just about anything - craft supplies, magazines, clothes, books, tools, sports gear, uniforms, the list is endless. Stall holders simply pay a flat fee to bring along their goods, which they can then swap with other stall holders. There is no buying and selling - it's trading only.

Tabloid Sports

A Top Team event is simply a large scale tabloid sports day with lots of outrageous games and activities to complete. You could make the day an inter-family competition, or invite corporate teams to challenge their rivals. Charge each team an entry fee, and ask them to find sponsorship as well. The team with the most sponsorship gains extra points. Costumes, side shows, and food stalls would make the day lots of fun for the whole family.

Themed Fun Runs

Hosting a fun run or walk is not a new idea, but you can make it unique by introducing a special theme or twist.

Perhaps you could ask everyone to dress in a certain colour, wear a hat, or participate in their best glad rags. Can you imagine a Black Tie Fun Run complete with champagne at the finish line? What a hoot!

Time Capsules

Time Capsules can be done at any time and any place. They work particularly well around anniversaries, reunions, or the construction of a new building.

Simply sell empty sealable containers as time capsules and invite people to fill them with personal mementos from this period of time. In a special ceremony, bury them all in the ground and lay a concrete slab over the top. Attach a plaque explaining why this spot is marked and when the time capsules will be uplifted.

Walk to Work Week

With the price of petrol going up all the time, a 'Walk to Work Week' challenge is a great way for people to raise funds for your group, and start saving themselves money at the same time.

Simply challenge your members, friends, supporters and local celebrities to walk (or cycle, skate, scooter...) to work for a week. They then donate the money they save in petrol and parking to your organisation. Once they realise how much they have saved, they may even choose to continue their new found habit! Win-win!

Wear Your Slippers to Work Day

Who wouldn't want to wear their slippers to work in the middle of winter? Approach local businesses and ask if they can allow their staff a 'Slipper Day' in return for a Gold Coin Donation. Get

your local media onboard and encourage your whole town to get involved. You could even create a special pair of slippers just for your cause.

Winter Challenges

Challenge your members to do something considered 'crazy' for a cold winters day. It could be a winters swim, a camp-out or an ice-cream eating activity. The unusualness of the activity should generate some media attention, especially if you relate it to your cause in some way.

World Record Attempts

You can turn any fundraising activity into a world record attempt, and it is a great way to gain publicity and encourage participation from the community.

You organise the event, and charge people for the privledge of taking part. (Even a gold coin donation adds up when you multiply it by 1000 people.) Not only do participants help you raise money, they get a shot a stardom as well.

World Record Attempts can be just about anything. For more information visit www.guinnessworldrecords.com.

(Insert Logo)

SPONSORSHIP PROPOSAL TEMPLATE

This template of a sponsorship proposal is designed to assist clubs when seeking grant funding or sponsorship for meets and events.

Cover Page

- Name of Club
- Name and address of Club
- Contact telephone/fax number, email address

Table of Contents

Executive Summary

This is the first item that will be read. It should be no more than one page in length and should include a mission statement and explain the aim of the event/club activity/team. The summary should briefly explain the contents of the business plan and give a good overview of the club.

Purpose of the application or proposal

Here you should indicate why you are seeking grant funding or sponsorship and how the money will be spent. This could be to build or replace infrastructure, for prize money or to help cover costs and ensure the success of the event.

Description of the Event/Activity/Meet/Team-Squad

Describe what the project is about, its history and current status, whether it is a local, regional or national event and whether it is part of a circuit of events or a one-off event.

Outline the duration of the project including its start and finishing time. Include details of any extra activities you would hold that would add value to the main event. These might attract greater numbers to the event and could be:

- A concert following the event
- A cultural show (e.g. by swimmers or parents)
- Market stalls

Description of the Successes of the Club

Describe the highlights of the last couple of years for the club/successes.

Club Structure and Team Support

Here you outline the legal structure of the organising body/Committee members/coaches. Indicate whether it is incorporated or not, or registered for GST. Give details of the Management team/Event

Secretariat and any specialist technical support, or key advisors, if applicable. Mention affiliations with any other relevant body and include a copy of your constitution.

This section would include the history of the club and its numbers. It should also identify the number of people required to run the event and availability of personnel/community volunteers to do so, to demonstrate that you have sufficient human resources to stage the event.

Marketing Plan

This should include the following:

- Identify your target market
- Give details of any branding policy i.e. if you have a logo
- Marketing Budget, Strategies and Action Plan: I.e. implementation and timing. This section should include details of advertising and promotional activities such as the:
 - Production and distribution of fliers and posters
 - Radio and TV advertising
 - Press releases in local newspapers
 - Any co-operative marketing strategies.

In the plan you should

- Name the activity i.e. production of a flier or poster, press release or radio or TV ad, advertisement in magazines, local newspapers etc.
- When it/they will be produced and distributed
- Where it will be distributed, in the case of radio or TV let the sponsor know the area of coverage of the network
- Cost of production and distribution

The table below is an example of how to set out a marketing strategy and action plan

Activity	Distribution	Timing	Responsibility	Cost
What action? i.e. production of flyer, preparation of media release etc.	Where fliers to go – local, national? Where will media releases be sent?	Date by which this should be done	Who will have responsibility for implementing the task	\$

Note: Your marketing plan is important to sponsors. They will evaluate your proposal in terms of their return from investing in your event, which means they will look at the plan to see where they will benefit and how much publicity they are likely to receive from your advertising campaign.

Participants

Identify who will be the participants – what are the likely numbers of competitors based on previous events/meets, (if relevant) how will you attract competitors and where will they come from. Indicate if you are offering incentives such as packages built around accommodation. Event fee if applicable and entry to any additional activities taking place over the same weekend.

SWOT Analysis (optional)

Include a SWOT analysis. Here you examine and list the strengths, weaknesses, threats and opportunities of your event.

- Strengths
- Weaknesses (these are within the organisation/event)
- Opportunities
- Threats (these come from outside)

This will help to show why the event will be a success and ought to be more favourably regarded than other events that are competing for the same sponsorship dollars.

Financial Data

Sponsorship

Sponsorship can be in a number of forms:

- Cash
- In kind assistance i.e.
- donation of trophies, prizes
- use of equipment, uniforms, t-shirts, swimming caps, water bottles, food, provision of services from local contractors
- Provision of materials if infrastructure is required to be built.

Sponsorship proposals

When preparing a sponsorship proposal, give a clear outline of arrangements – what you are asking for, how much and how sponsors will benefit in return. There can be different levels of sponsors; each of these offer the sponsor a different level of exposure and benefits relating to the amount of money offered.

Top level - naming rights/principal partner sponsorship for instance make sure naming rights to the event/club/team as well as being recognised in all advertising activities and receiving a number of complimentary tickets to the swim meets. Other levels of sponsorship will be offered less.

Remember when sponsors are considering proposals, they evaluate what they will receive in return for their sponsorship dollars. They will be looking for and expect to be given recognition and publicity.

Their return may take the form of:

- The opportunity for naming rights of the overall club/team
- Individual swim meet or club nights naming rights
- Media exposure
- Recognition in all promotional literature and press releases – use of their logos on all literature.
- Acknowledgement in signage around the swim meet
- The opportunity to put their own signage around the venue
- Allocation of seats and complimentary tickets to the event and any value added attractions or activities.
- Meals, hospitality at meet/prize giving

- Opportunities to showcase their product at the event i.e. space available for sponsor’s tents (this is not always the case and depends very much on the type of event and company offering sponsorship).
- An official role such as presentation of trophies
- Logo on uniforms
- Logo on website

Please Note: Swimming Waikato recommends that you check before approaching a sponsor where there may be conflict of interest with an existing sponsor of Swimming Waikato. Swimming Waikato’s current sponsors are:

- Gallagher Group
- Brian Perry Charitable Trust
- The Lion Foundation
- Trust Waikato
- WEL Energy Trust
- 4 Guys
- Emblems New Zealand Ltd
- Swim T3

Budget Template

Income Sources	\$	Expenses	\$
Swimmer’s Fees		Coach Expenses	
Sponsorship/Grants		Catering Costs	
Meets Income		Pool Hireage	
Catering – food/canteen		Hiring Costs of any other equipment	
Drinks		Capital Costs (if any)	
Donations		Insurance	
Any sales		Production of promotional items	
Raffles		Marketing expenses (from Marketing Plan)	
Other value adding activities (i.e. competitions)		Prizes	
Other		Other	
TOTAL			

Supporting Documentation

Provide supporting documents which may include the following:

- Examples of promotional material and media releases relating to previous events
- Other appropriate documentation
- Photographs of swim meets
- Positive Quotes from swimmers/parents

For grant applications, the following information will be required:

- Letters of support – you can call to request this from Swimming Waikato
- Achievements
- Check the deadlines of applications

Example of the checklist from The Lion Foundation:

CHECKLIST

- Please check this list to ensure you've attached all the information we need and have correctly completed the form.
- Have you attached proof of Charities Commission registration?
- If you are not registered with the Charities Commission, have you included your IRD income tax exemption letter?
- If your organisation is affiliated to a regional or national body, have you attached verification?
- Have you attached a copy of the Certificate of Incorporation?
- Have you attached a signed copy of the resolution from your minutes to apply for funding?
- Have you attached a copy of your most recent annual financial accounts?
- Have you attached an original pre-printed deposit slip or an original bank statement so we can direct credit funding into your account once approved? (Note: personal bank accounts are not permitted)
- If applicable, have you attached proof of timing of your event or activity? E.g. itineraries, programmes or sports draws?
- Have you attached TWO competitive quotes for each item addressed to your organisation and showing GST content?
Note: Quotes should be less than three months old, on supplier's letterhead and show GST content.
- Have you completed and signed the attached application form?
- Has the 'Consent to audit' been signed by two of your organisation's authorised signatories? For schools, the Chairperson and Principal must sign.
- Have you kept a photocopy of the application form and quotes for your records?

GOOD LUCK!

LETTER OF AGREEMENT TEMPLATE (WITH A SPONSOR)

CLUB LOGO

Club Address

Date

Dear Company Representative

On behalf of the Club, we would like to thank you for company's generous contribution to financially support the award/social/event/club. This letter of agreement will provide our agreed terms regarding the award/social/event/club. We appreciate this support and look forward to a long-lasting working association with you.

The sponsorship shall be for award/social/event/club with the duration of the sponsorship beginning award/social/event date and ending on ending award/social/event date. The sponsorship amount shall be \$X dollars paid by sponsorship due date.

During award/social/event, the Club will recognise company as the sponsor. The Club agrees to the following sponsorship terms:

- For the recognition and acknowledgements noted, company permits the Club a nonexclusive, royalty-free license to use the name and the logo of company.
- The Club shall retain all aspects of the award/social/event. Company gains no rights other than the sponsor rights set forth in this letter of agreement.
- The company's name or logo will be acknowledged in the Club's marketing collateral (poster, meet flyers) (and on the club's uniform).
- The company will have the right to present the Club prizegiving.
- If award/social/event is cancelled or delayed, the terms of liability terms has been agreed upon by both parties.
- Company shall have, in its sole discretion, an exclusive/inclusive option to extend its sponsorship of award/social/event starting date. Terms of cancelling or renewing this sponsorship are cancel/renew terms.

We are very grateful to company for its support of our programme. If the above terms are found to be agreeable, please sign and date a duplicate copy of this letter to be returned.

Sincerely

Club Representative

Acknowledged and Agreed:

Company Representative Signature

Date

Company Representative Signature

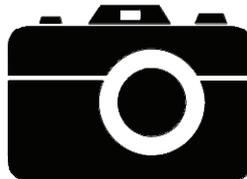
Date

CLUB LOGO

FLYER TITLE



INFORMATION



PICTURES

CLUB DETAILS & WEBSITE

SPONSOR'S LOGOS

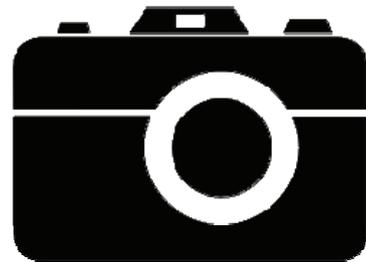
CLUB LOGO

NEWSLETTER TITLE

DATE



**A WORD FROM
THE PRESIDENT**



**MEET
PICTURES**



**SWIMMER'S
ACHIEVEMENTS**

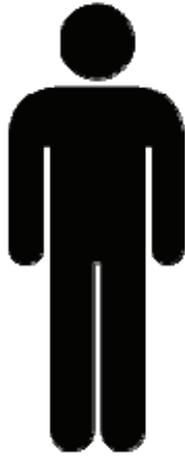
CLUB DETAILS & WEBSITE

SPONSOR'S LOGOS

CLUB LOGO

NEWSLETTER TITLE

DATE



COACH PROFILE



**UPCOMING EVENTS/
INFORMATION**



CLUB CONTACTS

