



## 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](http://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 space<sup>1</sup> 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](http://www.kcswimteam.net))<sup>2</sup>
- 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 4 SPONSORSHIPS!**

- Provided 4' x 6' advertising space on the Kiln Creek Pool Fence during ALL HOME SWIM MEETS<sup>3</sup>
- 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](http://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
- Invitation to the annual team recognition banquet and pool party with special recognition

**SPONSORSHIP PERIOD begins within 7 days of payment through 31 March 20011**

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

<sup>2</sup> Drop down text box if no Web Link is available

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

### 2010 SWIM COMPETITIONS / TEAM ACTIVITIES:

June 1 – Practice Begins (M-F)  
June 19 – Team and Individual Pictures  
June 21 - Time Trials Meet – KC Pool  
June 24 – Home Meet vs. Colony  
June 28 – Home Meet vs. George Wythe  
July 1 – Meet at Running Man  
July 8 – Meet at Warwick Yacht Club  
July 15 - Home Meet vs. Elizabeth Lakes  
July 19 – Home meet vs. Tabb  
July 24- Mini City Meet @ Ft. Eustis (up to 21 teams)

July 26 – Meet at Willow Oaks  
July 29 – Meet at Windy Point  
Aug 7 – GPSA City Championship @ Ft. Eustis (21 Teams)  
Aug 8 - Team Awards Banquet  
Additional Home and Away meets to be announced.

Various Dates: Pre-Meet and Post Meet Socials, team Building Events and Family/Team Outings  
Please see website [www.kcswimteam.net](http://www.kcswimteam.net)

### 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 Cathy Alexander  
Phone: (757)869-1391 or email [cardmba@cox.net](mailto:cardmba@cox.net)  
Kiln Creek Dolphins Swim Team Website: [www.kcswimteam.net](http://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

Office

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+)**

- Provided 4' x 6' advertising space<sup>4</sup> on the Kiln Creek Pool Fence during ONE HOME SWIM MEET (Select One – based on availability)  
 June 24       June 28       July 15       July 19

Company boldly recognized on the team page with a link to your company page ([www.kcswimteam.net](http://www.kcswimteam.net))

LINK:

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\_\_\_\_\_  
SIGNATURE SPONSOR      (date)

\_\_\_\_\_  
KC SWIM TEAM REPRESENTATIVE (date)

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