

# Pilot Aquatic Club – Fundraising

(Ad Campaign)

## **(100% goes toward fundraising requirement)**

As you plan your fundraising this year, please consider the following opportunities for your fundraising credit. The most common of course is selling advertisements for the heat sheets .

Unlike grocery/gas cards or scrips where a percentage of the amount purchased is applied to your fundraising requirement, **with ads sales 100% of the amount collected goes toward your fundraising.** It is an easy way to knock large amounts of your requirement.

Typically ad sales are accomplished by way of connections that you already have rather than actually “hitting the street” and calling on potential clients. While cold calls work, you can often find it easier to sell ads to people you know. Neighbors that own a business, your own business, your doctor, your employer are all potential sources for ads. Take a look at some of our past heat sheets to get an idea of the types of people that place ads (contact David Sapp). Ads don't have to come from companies. Many people will place an ad in support of their swimmer(s) rather than just writing a check to “take care of their fundraising”.

The heat sheet ad information is attached. Please feel free to contact me with any questions you may have.

David Sapp / [david@valleypf.com](mailto:david@valleypf.com) / 531-7507 / cell 803-7342 / or at the pool

## **Tips on Selling Ads for the Heat Sheets...**

Selling ads for swim meet heat sheets is one of way to fulfill your fund raising obligation with the swim team. The three annual swim meets are major sources of revenue for the team and heat sheet ads provide an easy outlet for helping meet your fundraising. This year we anticipate 2 extra home meets (High School State and Senior Sectionals) which will provide even more advertising opportunities.

- Enclosed you will find an AD PACKET and information sheets. Please make copies of the **Contract** and **Invoice** as needed.
- Make a list of all possible advertisers that you want to contact.
- Take an old heat sheet with you to show the potential advertiser when you try to sell an ad. Extra heat sheets may be in the file cabinet or contact David Sapp for copies.
- Be familiar with the **About Pilot Aquatic Club...** letter that introduces our club, for ideas of what to say.
- When you sell an ad, fill-out the contract and invoice. The invoice is for your client. The contract is to turn in.
- Pick up the money when you get the ad (if possible). You are responsible for getting the money yourself. If the business needs to mail a check, be sure to tell them that the ad will only be printed if it is paid by print time. You will only receive credit if the ad is paid.
- Each ad must be camera ready, sized for the appropriate space.
- Ads may not be submitted by phone.
- Ads will gladly be accepted electronically preferably in a pdf file or even better in a publisher file. Ads on paper are fine as well. Please try and have them "camera ready" so no extra work is needed to include them in the sheet.
- Submit a contract with each ad.
- **DON'T PROCRASTINATE.** If you have a prospective client, go get The ad and get it turned in. Don't be late. Close to press time, we are busy making corrections to the heat sheet; getting the heat sheet right may outweigh a late ad. If you have a late one, call to make sure there is still time to get it in.

Submit all contracts, ads and money in to me at swim practice or mail to:

David Sapp  
2236 Southern Shade Blvd.  
Knoxville, TN 37932  
[david@valleypf.com](mailto:david@valleypf.com)  
Phone: 531-7507 / Cell 803-7329

**Thanks for all of your hard work!**

Sincerely,  
David Sapp

## **About Pilot Aquatic Club...**

The Pilot Aquatic Club (PACK), is a chartered member of USA Swimming Inc., the national governing body for the sport of swimming, which is located at the Olympic Training Center in Colorado Springs, Colorado. The team is a year round swim team for swimmers, ages 6 to 18. We currently have *150* swimmers from Knox, Anderson, Blount, Sevier, Jefferson, and Hamblen counties.

### **PACK is a nonprofit (501-C3) organization.**

The Pilot Aquatic Club hosts three swim meets each year. These meets are held at the University of Tennessee Allan Jones Intercollegiate Aquatic Center. The meets each attract approximately 400 - 900 competitors from Virginia, North Carolina, South Carolina, Georgia, Kentucky, Alabama, and Tennessee. Each family represented at the meet will buy a heat sheet. Heat sheets are multi-page printed listings of each event--50 Freestyle, 100 Backstroke, etc. --for each age group. Most of the events have multiple heats. The typical swimmer enters 8 to 10 events and the heat sheet lists each swimmer participating in each event. As you might suppose, it is looked at many times by each family throughout the three days of each meet. Many families save the heat sheets for planning future trips to the area.

Pilot Aquatic Club sells ads in the heat sheet primarily to local firms wishing exposure to the public. Ads can include maps giving directions to one or more of your stores. They can include photos or graphics. Some firms like to place discount coupons in their ads as an additional means of drawing business to their location. We find that the heat sheets generate lots of publicity for local businesses and year round swimming.

Major funding for the Pilot Aquatic Club is generated from ads sales, heat sheet sales, and concessions at the meets. Your ad or sponsorship will be seen by 300 - 500 families and 400 - 700 participants. Please help us continue to provide quality training for our amateur athletes by supporting these swim meets.

Thanks for your help and support!

Pilot Aquatic Club

**Pilot Aquatic Club of Knoxville**  
**Heat Sheet Advertisement Contract**  
**(Turn this in for Advertising Credit)**  
**2009-2010 Swim Season**

Client Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Check Attached? Yes No Check Number \_\_\_\_\_

Client Contact Person \_\_\_\_\_

Pilot Family Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Special Instructions \_\_\_\_\_

**Mark "X" in the box(es) for the meet(s) you want your ad to run.**

<b>AD SIZE and PLACEMENT</b>	<b>Fall</b>	<b>Winter</b>	<b>Spring /Summer</b>	<b>Southeastern LC Championships</b>
BACK COVER – AD Size 8½ x 11 \$300 per Meet, \$500 for 2 Meets, \$700 for 3 Meets				RESERVED
INSIDE FRONT & BACK COVERS-2 Available - AD Size 8½ x 11 \$200 per Meet, \$350 for 2 Meets, \$475 for 3 Meets, \$570 for 4 Meets				
FULL PAGE-AD Size 8½ x 11 Rates -\$100 per Meet, \$175 for 2 Meets, \$225 for 3 Meets, \$260.00 for 4 Meets				
HALF PAGE-AD Size 5 x 7½ Rates - \$60 per Meet, \$100 for 2 Meets, \$130 for 3 Meets, \$155.00 for 4 Meets				
QUARTER PAGE - AD Size 3½ x 5 Rates - \$30 per Meet, \$50 for 2 Meets, \$65 for 3 Meets, \$80.00 for 4 Meets				

Make checks payable to Pilot Aquatic Club and submit with the ad to:

David Sapp  
 2236 Southern Shade Blvd  
 Knoxville, TN 37932  
 531-7507 / Cell 803-7329

*\*You may also place this completed form in the Sapp family folder or  
 Email it to: [david@valleypf.com](mailto:david@valleypf.com)  
 You may also turn money in directly to the treasurer but please let me know so I can record your payment.*

<b>Meet</b>	<b>Date</b>	<b>Ad Submission Deadline</b>
<b>Fall</b>	<b>November 13-15, 2009</b>	<b>Friday, November 06, 2009</b>
<b>Winter</b>	<b>January 15-17, 2010</b>	<b>Friday, January 08, 2010</b>
<b>Spring/Summer</b>	<b>June 18-20, 2010</b>	<b>Friday, June 11, 2010</b>
<b>Southeastern LC Championship</b>	<b>July 22-25, 2010</b>	<b>Friday, July 16, 2010</b>

