

Pilot Aquatic Club ~ Fundraising

As you plan your fundraising efforts for this year, please consider the following opportunities for your **fundraising credit**, which will greatly benefit our swim team.

Possible sponsorships include:

Meet Sponsor – For any meet, Negotiable

T-Shirt Sponsor – Winter Meet, ~\$1000

Sessions Sponsors – For any meet, 5 per meet @ \$200 each session

Heat Sheet Advertisers – See attached

Sponsors will receive appropriate press and mention at each meet according to the level of commitment.

If you have questions contact: DAVID SAPP

Pilot Fundraising Policy

Each family is required to make a \$400 annual fundraising commitment to Pilot. The money generated through fund raising fees is a necessary part of our operating income and enables us to keep swim fees as low as possible. The fundraising commitment may be met by selling ads for the “heat sheet”, by buying grocery certificates for Kroger, Food City, or Fresh Market, ordering monthly scrips for various stores and restaurants, obtaining sponsorships for meets or making a cash donation to the organization. One half of the family fund raising commitment must be met by January 17, 2008, and the second half by May 2, 2008. Each PACK family is responsible for this obligation. Likewise, if you decide to leave the team during the year, you are responsible for paying the \$400 within 30 days of your departure. For the 2007-2008 season, we will reward families who exceed the \$400 requirement at year’s end by crediting 30% of any excess amount to the following seasons fundraising commitment.

About Pilot Aquatic Club...

The Pilot Aquatic Club of Knoxville (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 over 170 swimmers from Knox, Anderson, Blount, Sevier, Jefferson, and Hamblen counties. PACK is a nonprofit (501-C3) organization.

Major funding for the Pilot Aquatic Club is generated from ads sales, heat sheet sales, and concessions at the meets.

The Pilot Aquatic Club hosts three swim meets each year. These meets are held at the University of Tennessee Student Aquatic Center. Each meet attracts approximately 400 - 700 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 with the heat sheet listing the swimmers participating in each event. As you might suppose, it is perused many times by each family throughout the three days of a meet. In addition, many families save the heat sheets to plan future trips here.

Pilot Aquatic Club sells ads in the heat sheet primarily to local firms. Ads may include maps giving directions to the businesses, photos or graphics. Some firms like to place discount coupons in their ads as an additional means of drawing business. We find that the heat sheets generate lots of publicity for local businesses and year-round swimming. The 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 with advertisements and/or sponsorships.

Thanks for your support!

Pilot Aquatic Club

Tips on Selling Ads for the Heat Sheets...

Selling ads for swim meet heat sheets is one way to fulfill your fundraising obligation with the swim team. Enclosed you will find an AD PACKET and information sheets. Please make copies of the **Contract** and **Invoice** as needed. Check the current list of clients **on the PACK bulletin board** before selling an ad. Don't contact any of the listed clients as other families have already established contact with them.

Checklist:

- Make a list of all possible advertisers to contact.
- Take an old heat sheet with you to show the potential advertiser when you try to sell an ad. Be familiar with the "About Pilot Aquatic Club..." letter that introduces our club for ideas of how to approach clients. (There may be extra heat sheets in the file cabinet if you would like to take one).
- Fill out the contract (for PACK) and the invoice (for the client). Pick up the money when you contract the ad. You are responsible for getting the money for each ad yourself. If the business needs to mail payment, inform them that the ad will be printed only if it is paid before the heat sheet goes to press (Sunday prior to meet). You will receive fundraising credit only if the ad is paid.
- Proof each ad for clarity. Each ad must be camera-ready and sized for the appropriate space. Ads should fit the size specified on the contract.
- Submit an original of the ad and a copy for PACK files with each contract.
- Submit ads as a hard copy or via email or CD (**pdf is preferable**).

(ADDS ARE TYPICALLY DUE THE FRIDAY 1 WEEK PRIOR TO THE MEET)

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

DAVID SAPP
2236 SOUTHERN SHADE BLVD.
KNOXVILLE, TN 37932
david@valleypf.com
SAPP family folder at the Aquatic Center

Thanks for all of your hard work!

Respectfully,
David Sapp

Pilot Aquatic Club of Knoxville

Heat Sheet Advertisement Contract

2007-2008 Swim Season

Client Name _____

Address _____

City _____ Zip _____ Email _____

Phone _____ Check Attached? Yes No Check Number _____

Client Contact Person _____

Pilot Family Name _____ Phone _____

Email _____

Special Instructions _____

| AD SIZE and PLACEMENT | Fall | Winter | Spring |
|--|-------------|---------------|---------------|
| BACK COVER – AD Size 8½ x 11 \$500 per Meet, \$800 for 2 Meets, \$1000 for 3 Meets | | | |
| INSIDE FRONT & BACK COVERS - 2 Available - AD Size 8½ x 11 \$200 per Meet, \$350 for 2 Meets, \$475 for 3 Meets | | | |
| FULL PAGE-AD Size 8½ x 11 \$100 per Meet, \$175 for 2 Meets, \$225 for 3 Meets | | | |
| HALF PAGE-AD Size 5 x 7½ \$60 per Meet, \$100 for 2 Meets, \$130 for 3 Meets | | | |
| QUARTER PAGE - AD Size 3½ x 5 \$30 per Meet, \$50 for 2 Meets, \$65 for 3 Meets | | | |

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

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

David Sapp
2236 Southern Shade Blvd
Knoxville, TN 37932
531-7507
david@valleypf.com

....or place in the “Sapp” family folder at the Aquatic Center.

| Meet | Date | Ad Submission Deadline |
|-------------|---------------|-------------------------------|
| Fall | October 19-21 | 1 WEEK PRIOR |
| Winter | January 18-20 | 1 WEEK PRIOR |
| Spring | T.B.A. | 1 WEEK PRIOR |

All ads must be photo copier ready. This form and payment should accompany each ad.

***Pilot Aquatic Club of Knoxville
Ad Invoice
2007-2008 Swim Season***

Date: _____

To: _____

For: **Advertisement for Pilot Aquatic Club Heat Sheet**

_____ **Fall Meet 2007**

_____ **Winter Meet 2008**

_____ **Spring Meet 2008**

Ad Size: (Circle one) Quarter Page Half Page Full Page
 Back Cover Inside Cover

INVOICE TOTAL: \$ _____

Make check payable to: **PILOT AQUATIC CLUB**

Send check to: **David Sapp**
 2236 Southern Shade Blvd.
 Knoxville, TN 37932
 531-7507
 david@valleypf.com

We appreciate your support!