



Dear Madison Area All City Supporter:

Seminole Pool in Fitchburg is proud to be the host for the 2016 All City Swim Meet on July 28-30, 2016. All City is the premiere event for youth swimmers in the Greater Madison Area. Take a look at the numbers from past years:

4,426 event entries
2,000+ swimmers
1,000+ attendees each day of All City Swim
400 volunteers each day of All City Swim
13 area pools represented

Sponsorship is a great way to show support for the Greater Madison Area swimmers and **GET NOTICED!** Previous sponsors benefited from significant publicity:

18,358 visits to the All City Host website
17,000 reached on Facebook
279 'Tweets' and 171 followers on Twitter
5 articles in Wisconsin State Journal
Coverage by all three local TV stations

Please contact us with any questions!

Jill Arnold	arnoldallcity@gmail.com	608-239-3810
Charlene Yager	yagerallcity@gmail.com	608-347-9830

2016 All City Swim Sponsorship Chairs

PRESENTING SPONSOR: \$20,000

- EXCLUSIVITY – Only ONE presenting sponsor
- Company name listed beneath All City 2016 logo
- Front page logo placement on daily meet programs
- Logo on signs leading to pool venue
- Premier placement of logo on All City scoreboard
- Logo on backdrop of award winner photo area
- Company banner at meet
- Recognition in community advertising
- **Recognition on All City 2016 social media including Twitter, Instagram and Facebook**
- Logo on volunteer t-shirts
- Sponsorship of 4 swim events
- Logo placement on program sponsorship pages
- 2 pages of program advertising space
- 16 mentions of sponsorship each day of meet
- Name or logo on meet sponsorship signage
- **Acknowledgment on All City 2016 website and Seminole Pool website with hyperlink**

PREMIER SPONSOR: \$10,000

- EXCLUSIVITY – Only ONE premier sponsor per industry
- Prominent placement of logo on All City scoreboard
- Logo on backdrop of award winner photo area
- Company banner at meet
- Recognition in community advertising
- **Recognition on All City 2016 social media including Twitter, Instagram and Facebook**
- Logo on volunteer t-shirts
- Sponsorship of 2 swim events
- Logo placement on program sponsorship pages
- 1 ½ pages of program advertising space
- 12 mentions of sponsorship each day of meet
- Name or logo on meet sponsorship signage
- **Acknowledgment on All City 2016 website and Seminole Pool website with hyperlink**

PLATINUM SPONSOR: \$5,000

- Company banner at meet
- Recognition in community advertising
- **Recognition on All City 2016 social media including Twitter, Instagram and Facebook**
- Logo on volunteer t-shirts
- Sponsorship of 1 swim event
- Logo placement on program sponsorship pages
- 1 page of program advertising space
- 8 mentions of sponsorship each day of meet
- Name or logo on meet sponsorship signage
- **Acknowledgment on All City 2016 website and Seminole Pool website with hyperlink**

GOLD SPONSOR: \$3,000

- Logo on volunteer t-shirts
- Sponsorship of 1 swim event
- Name or Logo placement on program sponsorship pages
- ¾ page of program advertising space
- 5 mentions of sponsorship each day of meet
- Name or logo on meet sponsorship signage
- **Acknowledgment on All City 2016 website and Seminole Pool website with hyperlink**

SILVER SPONSOR: \$2,000

- Name or logo placement on program sponsorship pages
- ½ page of program advertising space
- 3 mentions of sponsorship each day of meet
- Name or logo on meet sponsorship signage
- **Acknowledgment on All City 2016 website and Seminole Pool website with hyperlink**

BRONZE SPONSOR: \$1,000

- Name or logo placement on program sponsorship pages
- ¼ page of program advertising space
- 1 mention of sponsorship each day of meet
- Name or logo on meet sponsorship signage
- **Acknowledgment on All City 2016 website and Seminole Pool website with hyperlink**





Sponsorship Commitment Form

Step 1: Select the Sponsorship Level

YES! Our firm wishes to be a sponsor for the 2016 All City Swim Meet.

- ☐ Presenting Sponsor \$20,000
- ☐ Premier Sponsor \$10,000
- ☐ Platinum Sponsor \$5,000
- ☐ Gold Sponsor \$3,000
- ☐ Sliver Sponsor \$2,000
- ☐ Bronze \$1,000

Step 2: Complete the Contact Information

Company			
Contact Name			E-mail Address
Phone Number			
Address	City, State & Zip		

Step 3: Return the Commitment Form

Email or mail the sponsorship commitment form to 2016 All City Swim Sponsorship Chairs:

Jill Arnold arnoldallcity@gmail.com 608-239-3810

Charlene Yager yagerallcity@gmail.com 608-347-9830

All City 2016 – Seminole Sponsorship
2935 South Fish Hatchery Road #133
Fitchburg, WI 53711