



Prospective Sponsor,

Thank you for your interest in sponsoring the 2010 Old Dominion Swim League sponsorship Program. You will find all the information about our program and the sponsorship opportunities included in this letter. To sign up as a sponsor, complete the information form at the end of this letter and return the form, your payment and your company's log to your local team representative. If you have any additional questions, please feel free to contact me at bobking68@gmail.com or 703-856-4525.

Bob King, Chair

ODSL Sponsorship Committee

2010 Old Dominion Swim League Sponsorship Program

The ODSL is one of the fastest growing/largest summer swim league serving Loudoun County with 25 teams and over 3000 swimmers between the ages of 5-18. The ODSL conducts its season in June and July in private and public pools throughout the county, including Ashburn, Belmont, Brambleton, Lansdowne, Leesburg, Lovettsville, Purcellville/Round Hill, South Riding, and more

During the regular season, The ODLS holds over 100 dual meets on Saturday mornings and Wednesday nights during the regular season where it is common to have over 200 swimmers competing at each meet. In addition to the dual meets, the league sanctions Relay Carnivals, 5 Divisional Championships (600-700 Kids) and concludes the season with a league-wide All-Star meet with over 2000 swimmers, parents and spectators in attendance.



WHY SPONSOR?:

- Great Community outreach and opportunity to help support an all volunteer organization that allows 3000+ local kids learn and compete in the healthy life long sport of swimming.
- Potential access to approximately 2500 Loudoun County Families
- Our swimmers & families are loyal patrons, ask around, we support our sponsors
- Join other local team sponsors such as Middleburg Bank and SNOW Swimming

SPONSORSHIP OPTIONS:

All sponsors will receive the following:

- A live linked logo on our website for the entire year www.swimodsl.com
- Listed on All-Star Meet Program as a Sponsor
- Representative at All-star meet on July 31.
- Flyer/Coupon distribution at All-Stars
- Additional benefits are available for purchase at different levels.

EXCLUSIVITY – Additional \$500

- Guarantees sponsor will be only sponsor in their particular Category.
- Exclusivity determined by first come first serve basis ie... First Sponsor to make payment to the league

SPONSORSHIP CATEGORIES

ODSL will look to fill sponsorships across different business categories and varying sponsorship levels. Categories may include:

- Retail: Restaurants, Grocery Stores, Chains
- Personal Services: Dentist/Ortho/Doctors, Realtors, Home based Biz
- Business Services Office Supplies, Consulting Services, B2B
- Swim Support: USA Swimming Teams, Swim Programs, Equipment Suppliers, Gyms, Private Coaching



SPONSORSHIP LEVELS

- GOLD
- SILVER
- BRONZE

BRONZE Sponsor: \$100

- Logo and link on ODSL Website
- Listed in the All-Star Meet Program as a league sponsor
- Opportunity to display and distribute marketing materials at concession stand and/or the shared sponsor's tent at the All Star Meet (coupons and flyers), no windshield distribution is allowed.
- Thank you from announcer at the meet for your meet sponsorship

SILVER Sponsor: \$250

- Bronze Sponsorship above plus:
- Representative from your establishment attending All-Star Meet
- Ad space in the All-Star Meet Programs
- Logo on the league banner that will be displayed at All-Stars

GOLD Sponsor: \$500

In addition to the above items, you will receive

- Silver Sponsorship plus:
- Individual Table/Booth at All-Star Meet, selling opportunity, Concessions
- Special Thank you from the Announcer at the meet for your meet sponsorship

*******Additional Sponsorship Opportunity*******

END OF SEASON T-Shirt Sponsor – Cost TBD

- This sponsor would be the exclusive Sponsor for the EOS T-shirts.
- Logo and Name listed on the T-shirt listing ODSL Teams and Championship Meets.



2010 ODSL Sponsor Information

Company Name: _____
Address: _____
City, State, Zip: _____
Phone #: _____
Contact Name: _____
Title: _____
Email address: _____
Web Site: _____

Sponsorship Level

___ Bronze \$100
___ Silver \$250
___ Gold \$500
___ Exclusivity \$500 additional
___ T-Shirts TBD

Checks should be made out to *ODSL* and mailed to the following address no later than June 12.

Joel Getis, Treasurer –ODSL
19039 Boyer Fields Place
Lansdowne, VA 20176

Logo should be emailed to: bobking68@gmail.com in .jpg format.