



Virginia Hills Swim Club

PO Box 10233

(Street Address: 6500 Virginia Hills Pool Dr.)

Alexandria, VA 22310

EIN# 54-0742504

February 1, 2023

Dear Friend of Virginia Hills Swim Club:

On behalf of the Virginia Hills Swim Club and Tidal Wave swim team, we are looking forward to another fun and exciting summer swim season in 2023 with weekly swim meets, multiple summer socials, and packed weekend crowds.

As you may know, the Virginia Hills Swim Club is located near the Franconia (Lee) Rec Center and in the family-friendly community of Virginia Hills/Rose Hill. Our membership includes over 250 families, individuals and military families based in the Alexandria and Franconia areas of Northern Virginia. Our Tidal Wave Swim team has over 175 individual swimmers ranging in age from 5-18, including some talented kids who have qualified for the NVSL All Stars and Virginia State Finals.

How Can You Help?

As a business in our community, we are seeking your support for the 2023 summer swim season which runs from Memorial Day to Labor Day. Your contribution will help us offset pool expenses while raising funds to help support the swim team. As a 2023 Club Partner your company will get visibility with our membership and connect with the families at the pool in a meaningful way.

We have many sponsorship opportunities that fit all budget and marketing needs and we're open to new sponsorship ideas that could add creativity and fun for our member families. Please check out our menu of 2023 opportunities on the following pages.

Thank you for your consideration. If you would like to be a 2023 Club Partner, please complete the enclosed form by May 1, 2023, or contact me at vahillspoolmarketing@gmail.com if you have any questions.

With Gratitude,

Julie Upham
Marketing and Sponsorships Chair
Virginia Hills Swim Club



Club Partnership Opportunities - Summer 2023

Great for visibility with full membership throughout the entire summer

- Platinum Club** – *Contributions of \$1,000+*
 - Prominent Ad placement on 4' x 4' vinyl banner prominently displayed by pool entrance throughout summer of 2023.
 - Recognized at each home swim meet
 - Opportunity to have materials/giveaways distributed at two home swim meets
 - Logo on swim club website
 - Monthly mentions (with link to company site) on social media pages (May, June, July, August, September)

- Gold Club** – *Contributions of \$750+*
 - Prominent Ad placement on 2' x 2' vinyl banner displayed throughout summer of 2023.
 - Recognized at each home swim meet
 - Opportunity to have materials/giveaways distributed at one home swim meet
 - Logo on swim club website
 - Bi-Monthly mentions (with link to company site) on social media pages (May, July, September)

- Royal Blue Club** – *Contributions of \$500*
 - Corporate Logo placement on banner displayed throughout summer of 2023.
 - Recognized at each home swim meet
 - Company logo on swim club website
 - Mention (with link to company site) on social media pages

- Summer Club** – *Contributions of \$250*
 - Company listed on banner displayed throughout summer of 2023
 - Recognized at each home swim meet
 - Company listing on swim club website
 - Mention (with link to company site) on social media pages

We need In-Kind Donations too!

- **Gift Card Donation** -- _____
 - Will be raffled off throughout the summer at: Swim meets, Summer Social events
 - Social media mention prior to event and mention on Facebook event page

- **Product or Food Donation** -- _____
 - Will be distributed throughout the summer at: Swim meets, Summer Social events
 - Social media mention prior to event and mention on Facebook event page



Unique 2023 Summer Event Sponsorship Opportunities

Can be bundled with Summer Sponsorship or on their own, Great opportunity to support Virginia Hills social events and distribute materials promoting your company

- Movie Night Sponsor** – *Exclusive for \$1300 or \$500 each*
Three planned for late July - early August
 - Prominent logo placement on 4' x 4' vinyl banner prominently displayed throughout summer of 2023 **for exclusive only*
 - Opportunity to distribute materials/have a table at sponsored event(s)
 - Social media mentions (at least two) per event and mention on Facebook event page
 - Logo on swim club website

- Adult Social Night Sponsor** – *Exclusive for \$300 or \$175 each*
Two planned for July and August
 - Prominent logo placement on 2'x2' vinyl banner prominently displayed throughout summer of 2023 **for exclusive only*
 - Opportunity to provide give aways at sponsored event
 - Social media mentions (at least two) per event and mention on Facebook event page

- Fourth of July Sponsor** – *\$250 each (3 available)*
Virginia Hills most popular social event of the summer
 - Logo placement on 2'x2' vinyl banner displayed during the months of June & July
 - Opportunity to provide giveaways at event (approx. 400 attend in 2022)
 - Social media mentions (at least three) per event and mention on Facebook event page

- Doggie Swim Day Sponsor** – *\$150 each (3 available)*
Virginia Hills end of summer send off!
 - Prominent listing on 2'x2' vinyl banner prominently displayed during the months of August & September
 - Opportunity to provide giveaways at event (approx 150 attended in 2022)
 - Social media mentions (at least two) and mention on Facebook event page



Unique 2023 Tidal Wave Swim Team Sponsorship Opportunities

Can be bundled with Summer Sponsorship or on their own, Great opportunity to support one of the top swim teams in Northern Virginia

- 2023 Team T-shirt** – *Contribution of \$2500 (exclusive) or \$400 each (7 max)*
 - Company Logo on 250 t-shirts
 - Provided for each swimmer on team
 - Company listed on swim club website

- Team Event T-shirts** – *Contribution of \$1500 (exclusive) or \$300 each (5 max)*
 - Company Logo on approx 120 shirts
 - Provided for each participating swimmer at Relay Carnival and Divisionals
 - Company listed on swim club website

- Tidal Wave Rally Towel** – *Contribution of \$1500 (exclusive) or \$400 each (4 max)*
 - Company Logo on 250 rally towels
 - Provided for each swimmer on team

- Tidal Wave Team Water Bottle** – *Contribution of \$1000 (exclusive)*
 - Company Logo on 250 water bottles
 - Provided for each swimmer on team



- YES! Count me in for a 2023 Partnership!

Sponsorship(s) for 2023

1. _____
2. _____
3. _____

Company/Business/Family Name _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

Total Sponsorship Amount: _____

Payment by: _____ Check (enclosed, payable to Virginia Hills Swim Club
_____ Venmo @VirginiaHillsSwimClub

I hereby authorize the Virginia Hills Swim Club/Tidal Wave Swim Team to use my company name/logo for sponsorship for the 2023 Swim season

_____ (sign here)

*Please submit a .JPG and/or .ESP hi-res file of your logo and Ad (if applicable) to vahillspoolmarketing@gmail.com by 5/1/23