



March 14, 2010

I would like to share with you the commitment and dedication that the young swimmers of the Vancouver Vikings Swim club have for their sport. It is truly a sight to behold when a 6 year old swims their first competitive race. With every spectator cheering, these children complete the grueling 25 m through sheer determination. Whether they finish first or last, they climb out of the water with a smile and the confidence of Michael Phelps. The joy can only be matched by their parents' pride. It is also inspiring to watch the speed and grace of a teenage swimmer, who has developed technical prowess through years of practice. They work hard, not with the expectation of a career or financial reward, but simply for a sense of personal achievement.

Unfortunately, many of these dedicated swimmers face their toughest obstacle not in the pool, but rather in the pocketbooks of their parents. The club has had its government funding reduced by 70% requiring us to effectively double our registration fees. We are asking the business community to help us support the club and keep this program open to all, regardless of income.

### **Who are we?**

The Vancouver Vikings is a non-profit, parent-run, competitive summer swim club and a member of BC Summer Swim Association (BCSSA). The club belongs to the Vancouver and District Region and currently has 100 swimmers enrolled. The swimmers range from the age of 6 to 18 and are equally split between male and female.

The club's goals are to:

- introduce young athletes to the environment of competitive swimming
- teach skills required for racing and
- encourage each athlete to attain his or her own personal best in a fun and friendly environment.

It is our aim to develop our swimmers to:

1. **Build Character** through commitment, hard work, and perseverance.
2. **Strive for Excellence** through the achievement of best times.
3. **Develop Sportsmanship** through teamwork and encouragement, as well as managing winning and losing gracefully.
4. **Build a sense of Community** from learning to build strong and lasting friendships, and build teaching skills through participation in our mentoring program.
5. **Enjoy an active lifestyle**, promoting health and fitness as a part of everyday life.

Although the club participates in competitive meets it is fully inclusive and accepts members of all races, religion and gender. It does not discriminate based on swimming skill level, and there are no tryouts beyond a minimum water safety test.

### **How can you help?**

We understand that your business operates in a competitive environment and that there are limits to every company's ability to give. As such we have outlined several ways you and your company can help.

**1. Corporate Sponsorships**– Our corporate sponsorship program is designed to enable companies of various sizes to gain exposure for their businesses, not only within our club of 100 swimmers and their families, but also throughout the entire Region and Province.

- a. **Gold** –Major Club Sponsors **\$5,000 +/-year**
  - i. Web – receives top of page Banner Ad
  - ii. Viking Meet Program – receives full-page Ad
  - iii. All Meet Program – Club will buy ¼ Ad in every meet we attend listing thanking our Gold Sponsors. (up to 10 meets)
  - iv. Team Tent Awning Banner – Team tent will display the sponsors Logo at all meets the team participate in
  - v. All interclub communications to include Sponsor's logo and web link
  - vi. Distribution of Sponsors brochure/advertising/e-newsletter to club members
  - vii. Premier ranking on Marketplace entry
  
- b. **Silver** - Mid Level Sponsors **\$750/year**
  - i. Web – receives side Banner Ad with 2x exposure
  - ii. Viking Meet Program – receives 1/2 full page AD
  - iii. All Meet Program – Club will buy Ads in every meet they attend thanking All Silver Sponsors for the club.
  - iv. Distribution of Sponsors brochure/advertising/e-newsletter to club members
  - v. Priority ranking on Marketplace listing
  
- c. **Bronze** –Base Level Sponsors **\$250/year**
  - i. Web – receives side Banner Ad
  - ii. Viking Meet Program – receives mention in a thank you section of the program.
  - iii. ½ price on Viking meet program Ads.

**Regional Opportunity** – If you wish to broaden your company's exposure we would be pleased to discuss the opportunity to have your sponsorship extended to a Regional Basis. Our Region covers Vancouver, North Vancouver, West Vancouver and Squamish.

**2. Marketplace** – As part of our website we will list, sell and promote your product or gift cards on a negotiated commission basis. We will handle the purchase and distribution of the product through the club to minimize your company's administrative requirements.

3. **Bursary/Scholarship** – We would appreciate any financial contribution that can be made to help fund our Bursary and Scholarship programs. As our club is inclusive, we intend to offer registered and prospective swimmers who face undue financial difficulties the option of applying for bursary grants. This will offer swimmers the opportunity to continue to train and compete without interruptions. We also intend to offer a scholarship opportunity for senior swimmers who are either attending or are entering post secondary education. Any donation received for Bursary or Scholarships will be held in trust for that sole purpose
  
4. **Product or Service Donation** – product or service donations will be sold at our Swim Meet's silent auction. Our swim meet attracts over 600 swimmers and families from all over the Lower Mainland

For more information on the Vancouver Viking Swim Club please visit our website <http://www.vancouervikings.com>.

Thank you for your consideration of our request.

Yours sincerely

Marc Gilberg & Katherine Andersen

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