



2009-2010 Rockwood Swim Club SWIM-A-THON Ad Campaign

The RSCA advertising campaign has benefited the Rockwood Swim Club and local merchants for many years. An advertisement placed in the offered publications will reach any one of several audiences who may be looking for businesses to provide goods and services in the area. At each RSCA hosted meet, a Meet Program is generated listing all entered swimmers' names and times. An ad placed in a program typically reaches 400-500 swimmers and their families on a meet weekend. New this year will be the opportunity to place an ad in the annual Rockwood Swim Club membership directory (Buzz Book). The Buzz Book is distributed to approximately 300 Rockwood Swim Club member families for their reference throughout the current season. Perhaps you own a business and would like to place an ad, or you could contact one of your favorite local "haunts" (i.e. restaurant, florist, jeweler, etc.) to see if they are interested.

ROCKWOOD SWIM CLUB SWIM-A-THON CORPORATE SPONSOR COSTS

All Sponsors will receive acknowledgement of their level of sponsorship in the 2010 Spring Fling Meet Program plus the following ad size in RSCA Hosted Meet Programs

Bronze	1/8 page ad	\$100	Buzz Book Add on \$25
Silver	Quarter page ad	\$150	Buzz Book Add on \$40
Gold	Half page ad	\$250	Buzz Book Add on \$75
Platinum	Full page ad	\$500	Buzz Book Add on \$125
Platinum + Cover		\$200	First come/first serve

MEET PROGRAM ADVERTISING PROCEDURES

1. Turn in all advertisements by the deadline listed on the form for that meet with:
 - o A check payable to the Rockwood Swim Club Parent's Association
 - o A copy-ready advertisement
 - o The ad form so proper credit can be given to your fundraising account. Please make sure the advertiser fills in their information.
2. Remember:
 - o Advertisers can advertise in the Buzz Book and/or any number or all of the meets for the maximum discount.
 - o If an advertiser needs a receipt, please give them an ad form marking it paid in full.
 - o Take plenty of forms. Additional copies are available at the Swim Club office.
3. Mail or drop off all advertising forms to:
Rockwood Swim Club
c/o Crestview Middle School
16025 Clayton Road
Ellisville, MO 63011

Corporate sponsorship requests must be received in the swim club office by March 29th, 2010. Please include order form with family's name, sponsoring organization's name, and sponsorship level. Please note whether or not the add-on package has been requested.

Payment must be received by April 15, 2010.

If you should have any questions regarding this program, please do not hesitate to contact Sue Ninneman at (636)861-1373 or Beth Paskoff at (636)230-3636 during Swim Club office hours. Thanks!