



Rockwood Swim Club 2010 Swim-A-Thon

Tuesday, April 6th
Lafayette High School
Bronze/Gold Groups

6 p.m. to 8 p.m.

Wednesday, April 7th
Lafayette High School
Silver/Senior Groups

6 p.m. to 8 p.m.

Thursday, April 8th
Marquette High School
National Group
National Prep. Group

5:15 p.m. to 7 p.m.

7 p.m. to 9 p.m.

The Rockwood Swim Club 2010 Swim-A-Thon will feature a snack, music, and fun to be had by all!!! Please check out the attached **Incentive Prize Order Form**. You may want to check with your coach to see if your group is going to do something innovative while attempting to swim your 200 laps in two (2) hours.

Pledges should be collected after the event and are due with the Incentive Prize Order Form to your group coach or the Swim Club office by **Thursday, April 15th**. The Rockwood Swim Club is a 501 (c)(3) non-profit organization so donations may be tax deductible. 95% of Swim-A-Thon funds collected are **credited** to your **family's fundraising obligation** (5% of the funds go to the USA Swimming for use of the Swim-A-Thon program). Please make **checks payable to the Rockwood Swim Club** and please write your swimmer's name on the memo line. Business sponsors may be eligible for advertising incentives (please see the Corporate Sponsorship opportunities on the back of this flyer. The Advertising instructions and order form are also attached).

Also, there is additional information on the website under the fundraising tab and then under Swim-A-Thon. Examples of letter writing, because some individuals feel that letter writing is a more successful approach, since it is more personalized. You can also take the direct approach and you can meet people face to face if you feel more comfortable with this approach.

The pools are reserved for this fundraising event. If you have not completed your fundraising obligation, the Swim-A-Thon is a quick and easy way to get there. If you are not participating in the Swim-a-Thon, please **DO NOT** attend your group's scheduled time on the day of this event. **(Please note, participation in previous fundraising programs or payments of the lump sum buyouts is not eligible for Swim-A-Thon prize packages.)**

If you have any questions, you may contact Lori Schuller at georgeschuller@sbcglobal.net or (314) 960-7193.

If you choose not to participate in this fundraising project, please return your information back into your mailbox, because the swim club is charged \$1.00 for every unused envelope that is not returned, in 2009 the club was charged \$160, which means we are defeating our purposes!!!

Let's go for it and see if we can beat last years 2009 Swim-A-Thon which raised \$16,066.00

Swimmers who cannot attend the day of the official Swim-A-Thon event but want to participate in the fundraiser can make arrangements with their coach to have their laps counted any practice day. Just be sure to turn in your money and Incentive Prize Order Form by the deadline of Thursday, April 15th.

Volunteers are needed to help count laps for the younger groups (Bronze & Silver). If you plan on being in attendance and can help, please call Lori Schuller at (314) 960-7193.

Corporate Sponsorship Levels

Bronze Sponsor (\$100): Bronze sponsors will receive acknowledgement of their level of sponsorship in the 2010 Spring Fling meet program and a 1/8 page ad in all RSCA hosted meet programs for the 2010-11 short course season.

Silver Sponsor (\$150): Silver sponsors will receive acknowledgement of their level of sponsorship in the 2010 Spring Fling meet program and a ¼ page ad in all RSCA hosted meet programs for the 2010-11 short course season.

Gold Sponsor (\$250): Gold sponsors will receive acknowledgement of their level of sponsorship in the 2010 Spring Fling meet program and a ½ page ad in all RSCA hosted meet programs for the 2010-11 short course season.

Platinum Sponsor (\$500): Platinum sponsors will receive acknowledgement of their level of sponsorship in the 2010 Spring Fling meet program and priority placement of a full page ad in all RSCA hosted meet programs for the 2010-11 short course season.

ADD-ON PACKAGE: Same-size ad placed in the Rockwood Swim Club annual phone directory/buzz book (reaching 300+ families for the entire year) for the following cost: Bronze - \$25; Silver - \$40; Gold - \$75; Platinum - \$125; Platinum Plus - \$200 (front inside or back inside/outside cover on a first-come, first-served basis).

**Corporate sponsorship requests must be received in the swim club office by March 29th, 2010. Please include 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 Thursday, April 15th, 2010.

**Purchased print-ready ads (preferred formats: pdf or .eps) should be sent via email to Sue Ninneman at ninnemand@yahoo.com by August 1st, 2010.

**INCENTATIVE PRIZE ORDER FORM
2010 Swim-A-Thon
ROCKWOOD SWIM CLUB**

NAME/GROUP _____ **COLLECTED\$** _____

Fill out your name, group, and amount collected. Circle the prize level for which you are eligible based on the amount of funds raised (OR you may select a prize level that is less than your collection amount, however, you may only select one prize package per person.) Please complete the back of this form for packages that require a choice among prizes and size information. Return this order form along with your collection envelope to your group coach or the Swim Club office by Thursday, April 15th. In order to expedite the ordering of prizes from vendors, forms MUST be turned in by the April 15th deadline to be eligible for prizes. Please allow 4-6 weeks for prize distribution. (Participation in previous fundraising programs or payment in a lump sum buyout is not eligible for Swim-A-Thon prize packages.)

LEVEL/COLLECTED	PRIZE PACKAGE
A \$75-99.99	RSCA Bag/Luggage Tag & Latex Swim-A-Thon Swim Cap
B \$100-149.99	RSCA Bag/Luggage Tag, Latex RSCA Swim-A-Thon Swim Cap, & RSCA Water Bottle
C \$150-199.99	RSCA Bag/Luggage Tag, Latex RSCA Swim-A-Thon Swim Cap, & \$15 iTunes/MP3 Music Gift Card* (See back of form for ordering info.)
D \$200-249.99	RSCA Bag/Luggage Tag, Latex RSCA Swim-A-Thon Swim Cap, RSCA Water Bottle & \$15 iTunes/MP3 Music Gift Card* (See back of form for ordering info.)
E \$250-299.99	RSCA Bag/Luggage Tag, Latex RSCA Swim-A-Thon Swim Cap, RSCA Water Bottle & NIKE Team Hoodie Sweatshirt* (See back of form for ordering info.)
F \$300-399.99	RSCA Bag/Luggage Tag, Latex RSCA Swim-A-Thon Swim Cap, RSCA Water Bottle, \$15 iTunes/MP3 Music Gift Card*, & NIKE Team Hoodie Sweatshirt * (See back of form for ordering info.)
G \$400-499.99	RSCA Bag/Luggage Tag, Latex RSCA Swim-A-Thon Swim Cap, RSCA Water Bottle, & NEW NIKE Swim Backpack *w/Embroidery Certificate (See back of form for ordering info.)
H \$500-749.99	RSCA Bag/Luggage Tag, Latex RSCA Swim-A-Thon Swim Cap, RSCA Water Bottle, \$25 B&B Aquatics Gift Certificate, AND \$15 iTunes/MP3 Music Gift Card* & NEW NIKE Swim Backpack* w/Embroidery Certificate, OR \$75 MALL/BEST BUY GIFT CARD* (See back of form for ordering info.)
I \$750-999.99	RSCA Bag/Luggage Tag, Latex RSCA Swim-A-Thon Swim Cap, RSCA Water Bottle, \$15 iTunes/MP3 Music Gift Card*, NIKE Hoodie Sweatshirt*, NEW NIKE Swim Backpack* w/Embroidery Certificate, AND \$100 MALL/BEST BUY GIFT CARD* (See back of form for ordering info.)
J \$1,000-1,499.99	RSCA Bag/Luggage Tag, Latex RSCA Swim-A-Thon Swim Cap, RSCA Water Bottle, Stopwatch, \$25 iTunes/MP3 Music Gift Card*, NIKE Team Hoodie Sweatshirt*, NEW NIKE Swim Backpack* w/Embroidery Certificate, AND \$150 MALL/BEST BUY GIFT CARD* (See back of form for ordering info.)
K \$1,500 & UP	RSCA Bag/Luggage Tag, Latex RSCA Swim-A-Thon Swim Cap, RSCA Water Bottle, \$25 iTunes/MP3 Music Gift Card*, NIKE Team Hoodie Sweatshirt* NEW NIKE Swim Backpack* w/Embroidery Certificate, AND \$300 MALL/BEST BUY GIFT CARD* (See back of form for ordering info.)

*Indicates prize or size selection required for item on back of form.

Note: In the event that listed prizes become unavailable, items of comparable value may be substituted.

PRIZE SELECTION AND SIZE INFORMATION

PRIZE PACKAGE

C	Music Gift Card	Circle Brand:	iTunes	Best Buy Digital Music Store					
D	Music Gift Card	Circle Brand:	iTunes	Best Buy Digital Music Store					
E	Hoodie Sweatshirt	Circle Size:	YM YL	YXL	AS	AM	AL	AXL	
F	Circle Choices:								
	Music Gift Card	Brand:	iTunes	Best Buy Digital Music Store					
	Hoodie Sweatshirt	Circle Size:	YM YL	YXL	AS	AM	AL	AXL	
G	Swim Backpack	Circle Color:	Royal Blue	Powder Blue		Pink	Black		
H	Circle Choices:								
	Music Gift Card &	Brand:	iTunes	Best Buy Digital Music Store					
	Swim Backpack	Circle Color:	Royal Blue	Powder Blue		Pink	Black		
	OR								
	Mall/Best Buy Gift Card	Location:	Chesterfield Mall	West County Mall		Best Buy			
I	Circle Choices:								
	Music Gift Card	Brand:	iTunes	Best Buy Digital Music Store					
	Hoodie Sweatshirt	Circle Size:	YM YL	YXL	AS	AM	AL	AXL	
	Swim Backpack	Circle Color:	Royal Blue	Powder Blue		Pink	Black		
	Mall/Best Buy Gift Card	Location:	Chesterfield Mall	West County Mall		Best Buy			
J	Circle Choices:								
	Music Gift Card	Brand:	iTunes	Best Buy Digital Music Store					
	Hoodie Sweatshirt	Circle Size:	YM YL	YXL	AS	AM	AL	AXL	
	Swim Backpack	Circle Color:	Royal Blue	Powder Blue		Pink	Black		
	Mall/Best Buy Gift Card	Location:	Chesterfield Mall	West County Mall		Best Buy			
K	Circle Choices:								
	Music Gift Card	Brand:	iTunes	Best Buy Digital Music Store					
	Hoodie Sweatshirt	Circle Size:	YM YL	YXL	AS	AM	AL	AXL	
	Swim Backpack	Circle Color:	Royal Blue	Powder Blue		Pink	Black		

Mall/Best Buy Gift Card Location: Chesterfield Mall West County Mall Best Buy
