

Sponsorship Opportunities



In the late summer of 1962, the first All-City Championship Swim Meet was held on Madison's west side to celebrate the end of summer. Fifty year later, the meet has grown to one of the largest open-air swim meets in the country and one of Madison's great sporting traditions. Parkcrest Swim and Tennis Club is proud to host the fiftieth anniversary All City Swim Meet this July 28-30, 2011.

The goal of the first meet was simple: **fun, friendly competition for Madison area swimmers of all abilities.** The spirit of this inaugural swim lives on today as more than 1,800 kids will compete and thousands of families will converge on the Parkcrest pool to cheer on their kids and their teams. Every year, the meet garners widespread media attention throughout Dane County. This year's meet provides the opportunity for even wider outreach, as the Parkcrest team plans to engage both current and alumni swimmers to join us in celebrating the 50th anniversary of this Madison summertime fixture.

The All-City Swim and Dive league includes 12 Madison-area pools, serving thousands of families. Sponsorship of this event offers exposure to all members of the league, their families and friends. We will recognize our sponsors in the months and weeks leading up to the event and throughout the three-day meet through public address announcements, website placement, program print ads, and banner display. Specific information on sponsorship levels is below.

Sponsorship is a wonderful opportunity to support a Madison-area sporting tradition and earn the appreciation and loyalty of participating teams, families and the community. Thank you for consideration of sponsorship.

Sponsorships

- **Premium Sponsor (\$10,000)**
Limit: 3 sponsors
- **Platinum Sponsor (\$5,000)**
Limit: 8 sponsors
- **Gold Sponsor (\$2,500)**
- **Silver Sponsor (\$800)**
- **Bronze Sponsor (\$500)**
- **Race Sponsor (\$100)**
- **Alumni & Family Sponsorship (\$50)**

Sponsor Name (as printed) _____

Contact Name: _____ Phone: _____ Email: _____

Address: _____ City/ZIP: _____

Please make checks payable to **Parkcrest Swim and Tennis Club** and include this form with your payment.

Questions?

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