

SOLICITATION FOR SPONSORSHIP
RESTON MASTERS' JIM MCDONNELL LAKE SWIMS
AND OPEN WATER CLINIC

MAY 27–28, 2017

OBJECTIVE

The Reston Masters Swim Team (RMST) is seeking sponsors for its annual open water swim event.

OVERVIEW

Now in its thirtieth year of existence, this Lake Swim is one of the few open-water, long distance swim events held in the Washington metropolitan area. The Swim has developed as a well-organized, quality swim event, which has resulted in a continual increase in attendance by swimmers from all over the eastern seaboard.

Charitable donations have been a part of JMLS since 1999 when part of the proceeds from the swims was donated to a Lymphoma charity in memory of our teammate, Jim McDonnell.

The JMLS was first held in 1988 with 70 athletes. Participants were and still are primarily from the DC/Maryland/ Virginia area. It has grown in size every year; reaching our highest number with over 700 entries. This includes a number of nationally ranked open-water athletes.

The event is held in picturesque Lake Audubon, one of Reston's lakes and the scene of the swim portion of the annual Reston Triathlon. It will be held, as is the tradition, on Memorial Day Weekend.

The 1 and 2-Mile Swims are conducted over a closely-measured, 1-mile course. Community spectators and participants' relatives number in the hundreds. As we have done in the past we plan to obtain press coverage by the Washington Post and local

newspapers, as well as television coverage. We will also receive coverage in the greater masters swimming community on the internet and in print publications. The Swim is fully sanctioned and insured through U.S. Masters Swimming.

PROPOSAL

In order to stage this high-quality event, the organizing activity will need some resources beyond those covered by participants' entry fees. Most of the required fixed assets and equipment (the markers, floats, anchors, etc.) are already owned by RMST which means that anything additional adds to the luster of the event and the reputation of the sponsoring organizations. Some of the expenses that must be met through additional assistance are: printing and mailing costs, awards, refreshments for participants, and facilities for scoring and monitoring the races.

RMST feels that the Jim McDonnell Lake Swims offer potential sponsoring organizations with a unique opportunity. By supporting such an event, a sponsor can share in the excellent reputation, heavy participation and wide publicity among local and out-of-town participants.

Lin-Mark Computer Sports has been our official timer since 1995. Their reputation and accuracy is unquestioned.

HOW TO BECOME A SPONSOR

Sponsors are needed who will provide funds. Funds are needed to defray the costs of the event. Please fill out the sponsorship form enclosed. Our sponsor liaison can be contacted for setting up your web presence. ***To become a sponsor, please fill out the attached Sponsorship Form and return to Gordon Gerson, Sponsor Liaison.***

Sponsor levels available are:

- Platinum Sponsors at \$3000
- Gold Sponsors at \$1000
- Silver Sponsors at \$500
- Bronze Sponsors at \$250

Benefits to sponsors include:

- All sponsors may, at their request, have corporate literature provided to the athletes.
- All sponsors will have their organization name or logo included on all literature, on the t-shirt given to all participants, and linked to the RMST sponsors' page (<http://www.restonmasters.org/jmls/sponsors.shtml>) until the next year.
- Platinum Sponsors will have their organization tent set up at the event.
- Gold, Silver and Bronze sponsors will have their information displayed in a separate sponsor tent at the event.

WE SOLICIT YOUR SUPPORT FOR THIS COMMUNITY-BASED EVENT. WE WOULD LIKE TO TALK WITH YOU ABOUT YOUR POTENTIAL PARTICIPATION.

PLEASE CONTACT: Reston Masters Swim Team



c/o GORDON GERSON
10913 KNIGHTS BRIDGE COURT
RESTON, VA 20190-3932
Phone 703-437-0074
Email: usna1958@verizon.net

Website: <http://www.restonmasters.com/>

SPONSORSHIP FORM

Thanks for your generous support of Reston, Jim McDonnell Lake Swims, Lymphoma Foundation and other charities.

As a local team of U.S. Masters Swimming, the Reston Masters Swim Team is a 501(c)4 nonprofit organization. (TAX ID 54-1669947).

Please Choose Your Sponsorship level

___ \$3000—Platinum Sponsor

___ \$1000—Gold Sponsor

___ \$500—Silver Sponsor

___ \$250—Bronze Sponsor

Sponsor Information:

Name: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

PLEASE RETURN THIS FORM TO:

Reston Masters Swim Team



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RESTON, VA 20190-3932
Phone 703-437-0074
Email: usna1958@verizon.net