



ATLANTA SPONSOR PACKET 2019

Benefiting

Aflac.

Cancer & Blood
Disorders Center
CHILDREN'S HEALTHCARE
— OF ATLANTA —



PRESENTING SPONSOR- \$50,000

- Naming rights and recognition as Presenting Sponsor for the 2019 Open Water Swim held at Lake Lanier Islands
- Inclusion of logo placement in post event Atlanta Journal Constitution ad (AJC distribution of 1.6 million)
- Inclusion as Presenting Sponsor with media pitches
- Logo or company name inclusion in Aflac Cancer Center branded communication pieces, social media and media pitches, as appropriate
- Company name and logo on SAA and Aflac Cancer Center websites
- Presenting sponsor advertising and social media (Facebook and Instagram) placement leading up to and on the day of the event(s)
- Optimal placement of company logo on event collateral and communications
- Suggested copy for company internal and external communication highlighting event sponsorship
- Table for 10 to attend VIP Dinner with Olympians at Lake Lanier Islands on September 27
- Registration for up to 20 employees to participate in the Open Water Swim
- Premium placement of company logo on all participant and volunteer shirts (1,000)
- Swim Across America sponsor-branded team shirts
- Special introduction as Official Course Starter for selected distance
- Sponsor tent set up in Team VIP area during the Open Water Swim – exposure to over 1,000 visitors
- Invitation to attend Sponsor Tour and Olympian Tour at the Aflac Cancer Center
- Opportunity to host Patient Art Party at the Aflac Cancer Center (with coordination from Aflac Cancer Center personnel)

TITLE SPONSOR \$25,000

- Title sponsor recognition and media placement leading up to and on the day of the event(s)
- Naming rights and recognition as VIP Dinner Sponsor at Lake Lanier Islands on September 27, 2019
- Tickets for 6 to attend VIP Dinner with Olympians at Lake Lanier Islands on September 27
- Registration for up to 10 employees to participate in the Open Water Swim
- Suggested copy for company internal and external communication highlighting event sponsorship
- Priority placement of company logo on all participant and volunteer shirts (1,000)
- Swim Across America sponsor-branded team shirts
- Sponsor tent set up in Team VIP area during the Open Water event Swim – exposure to over 1,000 visitors
- Special introduction as Official Course Starter for selected distance
- Invitation to attend Sponsor Tour and Olympian Tour at the of Aflac Cancer Center
- Opportunity to host Patient Art Party at the Aflac Cancer Center (with coordination from Aflac Cancer Center personnel)



GOLD SPONSORS – \$10,000

- Gold sponsor recognition and media placement leading up to and on the day of the event(s)
- Tickets for 4 to attend VIP Dinner with Olympians at Lake Lanier Islands on September 27
- Recognition during the Open Water Event and on social media
- Sponsor tent set up in Team VIP area during the event
- Company logo on all participant and volunteer shirts (1,000)
- Registration for up to 5 employees to participate in the Open Water Swim
- Swim Across America sponsor-branded team shirts
- Invitation to attend Sponsor Tour and Olympian Tour at the of Aflac Cancer Center

SILVER SPONSORS - \$5,000

- Silver sponsor recognition and media placement leading up to and on the day of the event(s)
- Tickets for 2 to attend VIP Dinner with Olympians at Lake Lanier Islands on September 27
- Company logo on all participant and volunteer shirts (1,000)
- Recognition during the Open Water Event and on social media
- Registration for up to 3 employees to participate in the Open Water Swim
- Invitation to attend Sponsor Tour and Olympian Tour at the of Aflac Cancer Center

BRONZE SPONSORS \$2,500

- Company logo on all participant and volunteer shirts (1,000)
- Recognition during the Open Water Event and on social media
- Complimentary entry for 1 to participate in the Open Water Swim



**Swim Across America 2019
SPONSORSHIP COMMITMENT FORM**

Sponsorship Commitment Level _____

Name _____

Company _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____

Authorized Signature _____

Please return the completed contract with payment made payable to:

“Swim Across America” and mail to:

**Swim Across America
c/o Nancy Peek,
P.O. Box 1078
Tucker, GA 30085**

For additional information, please email Kimberly Thompson at kgraces@yahoo.com.

Visit our website at www.swimacrossamerica.org.