

# ATLANTA SPONSOR PACKET 2019

## **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
- Tickets for 2 to attend VIP Dinner with Olympians at Lake Lanier Islands on September 27

- 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**

\_\_\_\_\_

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**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](mailto:kgraces@yahoo.com).

Visit our website at [www.swimacrossamerica.org](http://www.swimacrossamerica.org).