



# ATLANTA SPONSOR PACKET 2020

*Benefiting*

**Aflac.**

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



## **PRESENTING SPONSOR- \$50,000**

- Naming rights and recognition as Presenting Sponsor for the 2020 Open Water Swim held at Lake Lanier Olympic Park Rowing venue.
- 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
- Table for 8 to attend VIP Dinner with Olympians at the Gainesville Civic Center on **September 25<sup>th</sup>, 2020**
- 2 complimentary hotel rooms for Friday night September 25<sup>th</sup>, 2020 (Downtown Gainesville)
- 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+ shirts distributed)
- Swim Across America sponsor-branded team shirts
- Sponsor tent set up in Team VIP area during the Open Water Swim – exposure to over 1,000 visitors
- Invitation to attend Sponsor 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 Gainesville Civic Center on **September 25<sup>th</sup>, 2020**
- Tickets for 6 to attend VIP Dinner with Olympians at the Gainesville Civic Center on **September 25<sup>th</sup>, 2020**
- 1 complimentary hotel room for Friday night, September 25<sup>th</sup>, 2020. (Downtown Gainesville)
- Registration for up to 10 employees to participate in the Open Water Swim
- Priority placement of company logo on all participant and volunteer shirts (1,000+ shirts distributed)
- 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
- Invitation to attend Sponsor Tour at the 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 the Gainesville Civic Center on **September 25<sup>th</sup>, 2020**
- 1 complimentary hotel room for Friday night September 25<sup>th</sup>, 2020 (Downtown Gainesville)
- 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+ shirts distributed)
- Registration for up to 7 employees to participate in the Open Water Swim
- Swim Across America sponsor-branded team shirts
- Invitation to attend Sponsor Tour at the 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 the Gainesville Civic Center on **September 25<sup>th</sup>, 2020**
- Company logo on all participant and volunteer shirts (1,000+ shirts distributed)
- Recognition during the Open Water Event and on social media
- Registration for up to 5 employees to participate in the Open Water Swim
- Invitation to attend Sponsor Tour at the Aflac Cancer Center

### **BRONZE SPONSORS \$2,500**

- Tickets for 2 to attend VIP Dinner with Olympians at the Gainesville Civic Center on **September 25<sup>th</sup>, 2020**
- Company logo on all participant and volunteer shirts (1,000+ shirts distributed)
- Recognition during the Open Water Event and on social media
- Registration for up to 5 employees to participate in the Open Water Swim
- Invitation to attend Sponsor Tour at the Aflac Cancer Center

### **CHAMPION SPONSORS \$1,000**

- Tickets for 2 to attend VIP Dinner with Olympians at the Gainesville Civic Center on **September 25<sup>th</sup>, 2020**
- Company logo on all participant and volunteer shirts (1,000+ shirts distributed)
- Recognition during the Open Water Event and on social media
- Invitation to attend Sponsor Tour at the Aflac Cancer Center



**Swim Across America 2020  
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](mailto:kgraces@yahoo.com).

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