

WILDCAT AQUATICS

Lancaster Aquatic Center/UK
Dorm Complex Drive
Lexington, KY 40506-0219

2005-2006 Season Advertising Categories

Gold Sponsor: \$500

- A full-page heat-sheet program ad for three consecutive home swim meets: Autumn Classic, KY Swimming A Championships and WA Derby Invitational (can carry over from one season to the next depending on which meet during a swim season a sponsorship begins)... **(need in MS Word or Adobe PDF file)**
- A 3'x5' banner displayed at LAC during the three meets **(need logo in eps or Adobe Illustrator file)**
- Electronic scoreboard ads during all three meets **(need logo in jpeg file)**

Silver Sponsor: \$300

- A half-page heat-sheet program ad for three consecutive home swim meets: Autumn Classic, KYLSC Championships and WA May Invitational (can carry over from one season to the next depending on which meet during a swim season a sponsorship begins)... **(need in MS Word or Adobe PDF file)**
- A 3'x5' banner displayed at LAC during the three meets **(need logo in eps or Adobe Illustrator file)**

Program Ads: One Meet Only

- Full-page: \$150 (8.5" x 11")... **(need in MS Word or Adobe PDF file)**
- Half-page: \$100 (8.5" x 5.5")... **(need in MS Word or Adobe PDF file)**
- Quarter-page: \$50 (4.25" x 5.5")... **(need in MS Word or Adobe PDF file)**
- Eighth-page: \$25 (4.25" x 2.75")... **(need in MS Word or Adobe PDF file)**

Sponsorship / Ad Deadlines (submit to WA, Inc / Clifton Cox)

- Friday, November 4, 2005 (for the 11/19 – 11/21 WA Autumn Classic)
- Friday, March 3, 2006 (for the 3/18 – 3/20 KY Swimming A Championships)
- Friday, April 28, 2006 (for the 5/13 – 5/15 WA Derby Invitational)

AD AUTHORIZATION FORM

(checks payable to Wildcat Aquatics, Inc.)

I authorize Wildcat Aquatics to use our logo for advertising in the swim meet program.

We agree to purchase a _____ ad at a cost of \$_____.

Name of Business: _____

Contact Business Person: _____

Phone: _____ Date: _____ Signature: _____

Wildcat Family Member Name: _____ Phone: _____

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2005 – 2006 Competitive Season

Dear Local Business,

Wildcat Aquatics is a local non-profit (501 c3) competitive youth swimming program of approximately 175 athletes affiliated with both United States Swimming and Kentucky Swimming. The program operates under the direction of the University of Kentucky Head Swimming Coach, Gary Conelly, and is self-supporting. Wildcat Aquatics hosts three major swim meets annually. Each meet runs a total of 2.5 to 3.0 days at UK's Lancaster Aquatic Center and will bring in approximately 500-700 swimmers and their families from in/around Kentucky.

As part of these meets, Wildcat Aquatics offers advertisement opportunities to local businesses. Advertisements range from business banners being displayed, business names flashed on the large lighted scoreboard, and ads placed in meet programs used by swimmers and parents for the duration of the competition. The different advertising categories are explained on the attached sheet. Funds generated from ad sales go directly to Wildcat Aquatics, Inc. for the benefit of the Wildcat Aquatics Swim Team.

Wildcat Aquatics hopes we can proudly call your business a sponsor of our meets. We truly appreciate your consideration.

Cordially,

Clifton Cox
Coach / General Manager
859-277-7946
ccox@wildcataquatics.org