

**The Tradition Lives On...**

*The 62<sup>nd</sup> Edition of the:*

# **2010 Husky Invitational**

**December 2<sup>nd</sup> – 5<sup>th</sup>, 2010**

**King County Aquatic Center - Federal Way, WA**



***Sponsorship  
Opportunities***



# 2010 Husky Invitational

**WHAT:** The Husky Swimming Foundation is proud to announce the return of the historic Husky Invitational Swim Meet. This will be the 62nd edition of the Invitational which has been popular with both collegiate and USA Swimming club teams.

**WHEN:** December 2, 2010 (Thursday evening) timed finals distance events  
December 3 – 5, 2010 (Friday – Sunday) preliminaries & finals

**WHERE:** King County Aquatics Center, Federal Way, WA

**SANCTION:** \*USA Swimming approved meet, 25 yards  
\*Collegiate and club teams scored separate



**HISTORICAL ANNUAL ATTENDANCE FACTS:**

College Teams:	<b>30</b>
Age Group Clubs:	<b>45</b>
Total Competitors:	<b>500</b>
Weekend Attendance:	<b>3,000</b>

**SPONSORSHIP INQUIRIES:**

Cam Gravrock – *Sponsorship Inquiries*  
(206) 310-0749 – E-mail – [cam.gravrock@gmail.com](mailto:cam.gravrock@gmail.com)



# 2010 Husky Invitational

The ***Husky Swimming Foundation*** is a non-profit organization with a mission to support the reinstatement of the men's and women's swimming programs at the University of Washington. By partnering with the University, the alumni, USA Swimming, Pacific Northwest Swimming and the public, the Foundation seeks to preserve the long established swimming traditions in the Pacific Northwest. The Foundation seeks to provide a local collegiate swimming opportunity for our regional age-group swimmers so that they may compete at both national and international levels.

## GOALS:

The ***Husky Swimming Foundation*** will work toward the following goals:

- Raise funds necessary to provide an annual operating budget for an intercollegiate swimming program at the University of Washington
- Build and operate a state of the art training and competition facility
- Create an endowment to provide annual scholarships for the collegiate swimmers at the University of Washington
- Support swimming in the Pacific Northwest at all age-group levels



# 2010 Husky Invitational

## Sponsorship Opportunities

The *Husky Swimming Foundation* is searching for community leaders, organizations and former swimmers and their families to help make the return of the *Husky Invitational* a huge success.

Corporate and Personal Sponsorship Opportunities are now available to help offset the costs associated with operating such a highly recognizable tradition in the swimming community. **ALL DONATIONS ARE TAX DEDUCTIBLE**

### Husky Invitational Sponsorship Levels:

- Gold Medal Sponsorship
- Silver Medal Sponsorship
- Bronze Medal Sponsorship



# 2010 Husky Invitational



## Gold Medal Sponsorship

- **\*Presenting Sponsor - Sponsor** shall receive “Presented by \_\_\_\_\_” sponsorship status whenever the Husky Invitational is referenced in a public forum. This recognition includes an agreed upon number of regional radio drops, video board and PA announcements during the invitational, and recognition on all print material (entry forms, heat sheets, results), t-shirts and Husky Invitational promotional material that will be sold on site during the four (4) days of competition as well as on the Husky Swimming Foundation website (*\*The Husky Invitational, Presented by Sponsor*”).
- **Radio Advertisements - Sponsor** shall receive a minimum of 30 x :15 second pre-produced radio announcements on KJR AM sports radio (the home of Husky radio) advertising the **Husky Invitational, Presented by Sponsor** and thanking **Sponsor** for helping bring back the Husky Invitational.
- **Print Material - Sponsor** shall receive highly visible recognition as the Presenting Sponsor on all heat sheets and results.
- **Merchandise - Sponsor** shall receive name and logo recognition as the Presenting Sponsor on all t-shirts or Husky Invitational merchandise for sale at the Husky Invitational.
- **Video Board & PA Messages - Sponsor** shall receive name and logo recognition as the Presenting Sponsor during a minimum of eight (8) video board and public address announcements throughout the weekend thanking **Sponsor** for it's support of the Husky Invitational.

**Donation: \$20,000 (1 x year commitment)**  
**\$50,000 (3 x year commitment)**

**\*One (1) x remaining**



# 2010 Husky Invitational



## Gold Medal Sponsorship (continued)

- **Deck Signage** - *Sponsor* shall receive the opportunity to place a maximum of three (3) banners in highly visible locations at the King County Aquatic Center.
- **Concourse Display** - *Sponsor* shall have the opportunity to set up a mutually agreed upon concourse display at the well travelled entryway of the King County Aquatic Center.
- **Online Advertisement** - Through December 31<sup>st</sup>, 2010, *Sponsor* shall receive a mutually agreed upon advertisement (size TBD) on the Husky Swimming Foundation website.
- **Hospitality** - *Sponsor* shall receive Twelve (12) admission passes to all prelim and final sessions of the Husky Invitational.
- **On Deck Photo** - National Champions, Olympic Gold Medalists and World Record Holders have competed at the Husky Invitational. *Sponsor* shall receive the opportunity for a photo opportunity on deck with a mutually agreed upon Swimmer at the Husky Invitational. Many collegiate and age group swimmers with international competition experience are expected to be competing at the Husky Invitational.



# 2010 Husky Invitational



## Gold Medal Sponsorship (continued)

**SAMPLE Media Support – Three (3) Weeks of radio support (annually) on KJR Sports Radio and Clear Channel’s sister stations:**

**Running Time: Three (3) Weeks**

Day Part	Spots	Time	Reach	Notes
M-F 6a-10a	5	:30	41,900	
M-F 10a-3p	6	:30	49,700	
M-F 3p-7p	5	:30	43,400	
M-F 7p-11p	5	:30	14,000	
Sa-Su 9a-4p	7	:30	45,700	
M-Su 6a-6a	10	:30	52,500	Rotation Based
M-F 6a-7p	25	:30	127,000	Streaming Online
Week Total:	63	:30	209,300	
Three (3) Week Grand Total:	189	:30	627,900	

**NOTE: A minimum of an additional fifty (50) PSA spins on Clear Channel sister stations, which include KJR FM; KBKS, KUBE, KFNK, KHHO, KNBQ**

**Sponsor may work with the HSF and Clear Channel to pre-produce the script promoting Sponsor's association with the Husky Swimming Foundation and publically thanking them for bringing back the Husky Invitational.**

**This is a tentative schedule used for an example. Exact details to be worked out when we know timing. Production of commercial is included in the sponsorship package.**



# 2010 Husky Invitational



## Silver Medal Sponsorship

- **Deck Signage** - *Sponsor* shall receive the opportunity to place a maximum of three (3) corporate banners in a highly visible locations at the King County Aquatic Center.
- **Merchandise** - *Sponsor* shall receive name and logo recognition on all t-shirts or Husky Invitational merchandise for sale at the Husky Invitational.
- **Print Material** - *Sponsor* shall receive name recognition on all heat sheets thanking *Sponsor* for it's support of the Husky Invitational.
- **Video Board & PA Messages** – *Sponsor* shall receive name and logo recognitions during a minimum of eight (8) video board and public address announcements throughout the weekend thanking *Sponsor* for it's support of the Husky Invitational.
- **Online Presence** – Through December 31<sup>st</sup>, 2010, *Sponsor* shall receive name and logo recognition on the Husky Swimming Foundation website thanking *Sponsor* for supporting the Husky Invitational.
- **Hospitality** - *Sponsor* shall receive Eight (8) admission passes to all prelim and final sessions of the Husky Invitational.



Donation: \$1,500

**\*Two (2) x remaining**

# 2010 Husky Invitational



## Bronze Medal Sponsorship

- **Print Material** - *Sponsor* shall receive name recognition on all heat sheets thanking *Sponsor* for it's support of the Husky Invitational.
- **Video Board & PA Messages** – *Sponsor* shall receive name and logo recognitions during a minimum of eight (8) video board and public address announcements throughout the weekend thanking *Sponsor* for it's support of the Husky Invitational.
- **Online Presence** – Through December 31st, 2010, *Sponsor* shall receive name and logo recognition on the Husky Swimming Foundation website thanking *Sponsor* for supporting the Husky Invitational.
- **Hospitality** - *Sponsor* shall receive Four (4) Admission Passes to all prelim and final sessions of the Husky Invitational.



Donation: \$500

**\*Nine (9) x remaining**

# 2010 Husky Invitational



**Thank You For  
Supporting the  
Husky Swimming Foundation**

## The Husky Swimming Foundation (HSF)

On May 1, 2009, the University of Washington Department of Athletics announced its decision to discontinue the men's and women's swimming programs, effective immediately. Although the University has described the decision as one based on depressed economic and financial times, the symptoms of the programs' death had surfaced in years past and the antidote has now fallen upon the alumni, the swimming community, and the general public to find.

The path towards program reinstatement is clearly defined by a need for funding. However, we cannot accomplish our mission by just re-establishing the Husky Swimming programs. We have been charged with the task of not only funding the programs, but also endowing program operations and scholarships, and providing a state-of-the-art aquatics facility. In order to facilitate this mammoth undertaking, we have established The Husky Swimming Foundation (the "Foundation").

The Foundation is a non-profit organization with a mission to support the reinstatement of the men's and women's swimming programs at the University of Washington. By partnering with the University, the alumni, USA Swimming, Pacific Northwest Swimming and the public, the Foundation will preserve the long established swimming traditions in the Pacific Northwest. The Foundation will provide a local collegiate swimming opportunity for our regional age-group swimmers so that they may compete at both national and international levels. We will promote the sport of swimming to our community as both a competitive option for youth and as a life necessity that should be learned by everyone, regardless of age or athletic ability.



## Tax-Exempt Status

The Husky Swimming Foundation filed IRS Form 1023, Application for Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code, on May 11, 2009. Our application for exemption can be viewed on our website at <http://www.huskyswimmingfoundation.com>. On August 18, 2009, we received notification from the IRS that our application has been approved and that the Foundation is exempt from tax. Contributions to the Foundation are deductible under IRC Section 170, and we are qualified to receive tax deductible bequests, devises, transfers or gifts under IRC Sections 2055, 2106, and/or 2522. In addition, the IRS has classified the Foundation as a public charity under IRC Section 509(a)(2) and our exemption is based entirely on public support. Our Certificate of Exemption can also be found online.



## Why Support The Reinstatement of Husky Swimming?

Husky Swimming has a storied history of success in the pool being at the PAC 10 Championships, NCAA's and at the Olympics. What the statistics, records, and gold medals don't tell you, however, is of the success that Husky Swimmers have had out of the pool and in the classroom and community. The Pacific-10 Conference began recognizing Academic All-Americans in 1990. Since then, the Husky Swimming programs have produced over 240 Academic All-American Honorees and has one of the best historic graduation rates within the University of Washington athletic department.

The Husky Swimming programs have also been honored by the athletic department with their distinguished Community Service Award, given annually to the collegiate sports program that contributes the most to the local community. Husky Swimmers have spend countless hours mentoring youth, providing swim clinics, visiting ailing children in the hospital, and many other activities in order to give back to the local community. In a world of professional athletes who are oftentimes criticized these days for being corrupt and untrustworthy, young athletes in our region need to have more positive role models to look up to at the collegiate level. Husky Swimmers provide this resource.



The Husky Swimming program strives for excellence in the pool, but aims to create extraordinary citizens and leaders. These former student-athletes are found throughout the Puget Sound, country, and world making our society a better place to live. Your doctor, attorney, engineer, accountant, teacher, pastor, coach, etc., just may be a Husky!

**[www.huskyswimmingfoundation.com](http://www.huskyswimmingfoundation.com)**