

2023 Sponsorship Information Packet



Putnam Sharks Booster Club

Physical Address: 1209 Westover Drive, Palatka, FL 32177

Mailing address: PO Box 1623, Palatka, FL 32178

Attention: Putnam Sharks Booster Club

386.937.5077 OR 386.937.6558

PUTNAMSHARKS.COM
BOOSTER@PUTNAMSHARKS.COM

Dear Community Partner,

Following a successful season, the upcoming year looks to be even bigger and better. Our club's purpose is to offer the children of Putnam County the opportunity to develop and enhance their own swimming abilities, learn the importance of teamwork and good sportsmanship, and enable them to participate in a sport that they love. During the 2022 season we had 68 children participating in our program and held home swim meets at the Putnam Aquatics Center located on Westover Drive. These meets were a great success having approximately 400 people in attendance, consisting of both our club and programs from neighboring counties. Celebrating its upcoming 17th year, the Putnam Sharks Swim Club is looking for sponsors to support the upcoming season. In the current season, we are anticipating nearly 80 swimmers enrolled for the summer season, ages 5 through 18, participating in the club. Our swim club is open to all children in the Putnam County area.

The Sharks hold five practices a week during the summer months and most of the swimmers arrive at the pool early in the morning before the sun arises in order to get in a full and successful workout. The Putnam Sharks Swim Club is an active member of the First Coast Summer Swim League, a non-profit organization comprised of nine community swim teams from Clay, St. Johns, Duval and Putnam counties who compete at dual and tri meets throughout the summer season. All nine teams come together at the end of the season to compete at a championship meet which is held in Jacksonville. There are approximately 500 swimmers in the league and roughly 1,500 parents, siblings, extended family members, and volunteers attending this massive swim meet. Despite these teams having far greater numbers, we proudly hold our own.

We plan to hold home swim meets during year, incorporating meets into the spring and fall training season as well. These meets allow the swimmers to display their talent and hard work completed throughout the season. From a marketing and sponsorship standpoint, these meets work extremely well for advertising your company/organization locally while bringing outside interest to both our city and county from the surrounding communities.

Our club could not have become the success it is today without the strong support of our club parents and the community. As swimming becomes increasingly popular within our community, more and more families are getting involved in the sport. As the interest in our program grows, we are working hard in conjunction with the Putnam County Parks and Recreation Department (PCPRD) to accommodate such needs. Our club has adopted one of the primary goals of the PCPRD department which is to build communities through athletic endeavors for our children. Our club feels that building the community and our local families is an extremely worthwhile task, and a goal which we hope you will help us meet.

This year, we are looking for sponsors who will be recognized throughout the season and beyond through a banner program. Our families live, work, and shop in the Putnam County Area. This is a great way for local businesses to advertise not only with our local community members, but also with those families from visiting teams. Sponsorship banners are on display throughout the swim season

(March through October) at the Putnam Aquatics Center (PAC), located at 1209 Westover Drive. Being able to display these banners allows you as a business owner to have the added benefit of exposure to the PAC's summer swim lessons, the patrons of the PAC and all groups/organizations utilizing the PAC (Palatka High Sports Teams, private groups renting the pool, etc.). Simply put being a sponsor is a great way to be a partner in the community as well as to advertise your business/organization. Please see the attached Banner/Sponsor Form for specific information.

Your donation will be used to help better facilitate the learning and development of our swimmers' technique. Fundraisers such as this one will be used to help purchase things such as needed training equipment (kickboard, pullbouys, stroke-specific paddles and fins, etc.), lower the cost of club apparel (suits, caps, goggles, etc.) to improve the competition experience of the swimmers, maintain and updating record board(s), purchasing award ribbons and medals, as well as purchasing water and snacks for the swimmers during home and away swim meets.

We appreciate your time and consideration of our request. Your donation will be recognized and appreciated for many years to come and it would be an honor to have you participate in our swim organization. As a supporter of our club, we will be keeping you informed of all activities and fundraisers held throughout the year which you are welcome and invited to attend. Please join us this season and learn about the families and children who make up our wonderful swim club.

Thank you for assistance in helping to make our swim program reach new heights. We really appreciate it!

Sincerely,

The Putnam Sharks Swim Club

PUTNAM SHARKS - BANNER/SPONSOR FORM

Business/Organization's Name: _____

Primary Contact's Name: _____

Phone Number: (_____) _____

ADDRESS: _____

CITY/STATE/ZIP: _____

E-MAIL: _____ @ _____

Banners will be displayed at Putnam Aquatics Center located at 1209 Westover Drive in Palatka and be maintained throughout the swim season(s). The banner will read "(Insert Business/Organizations Name) is a Proud Sponsor of the Putnam Sharks Swim Club." All logo artwork must be submitted via email to admin@putnamsharks.com

**Note that all packages will include, if completed by the summer season cut-off date, your business/organization's logo on the club banner to be taken to each of the away swim meets including the championship meet.*

Banner Packages: (Please Select ONE)

☐ **Bronze Level Package:** Includes ONE **2 foot by 8 foot** banner to be displayed on the fence located at Putnam Aquatics Center. **Initial Price:** \$200 **Yearly Renewal Price:** \$100

☐ **Silver Level Package:** Includes ONE **3 foot by 8 foot** banner to be displayed on the fence located at Putnam Aquatics Center. **Initial Price:** \$300 **Yearly Renewal Price:** \$200

☐ **Gold Level Package:** Includes One **4 foot by 8 foot** banner to be displayed on the fence located at Putnam Aquatics Center. **Initial Price:** \$400 **Yearly Renewal Price:** \$300

Checks should be made payable to Putnam Sharks Booster Club.

****Banners typically last 3-5 years depending on the colors choices (light colors fade fastest in the sun), once the banner fades to a point where it is difficult for patrons to read your business information a representative will be contacting you for a new banner contract, at this point a new package can be selected or the current one renewed at the INITIAL price. _____ *Please Initial that you have read this clause.***

Purchase Date: _____

- or -

Renewal Date: _____