

# **SOLICITATION FOR SPONSORSHIP**

## **JIM MCDONNELL LAKE SWIMS**

### **OPEN WATER CLINIC**

**MAY 29–30, 2010**

#### **OBJECTIVE**

The Reston Masters Swim Team (RMST) is seeking sponsors for its annual open water swim event.

#### **OVERVIEW**

Now in its twenty-third year of existence, this Lake Swim is one of the few open-water, long distance swim events held in the Washington metropolitan area. The Swim has developed as a well-organized, quality swim event, which has resulted in a continual increase in attendance by swimmers from all over the eastern seaboard.

Charitable donations have been a part of JMLS since 1999 when part of the proceeds from the swims were donated to a Lymphoma charity in memory of our teammate, Jim McDonnell. Amounts given and recipients have increased over time. In 2009, donations reached an all-time high of \$10,000, distributed to the following charities: [Lymphoma Research Foundation](#), [Reston Interfaith](#), [Naval Special Warfare Foundation](#), and [Tender Hearts](#).

Beginning in 2010 the Jim McDonnell Lake Swims (JMLS) will be one of four swims to be part of the inaugural H2Open Series, a U.S. Masters Swimming sponsored national event expected to grow in size and popularity over the ensuing years. We are especially proud to have been chosen as one of the first open water swims to be included in this series.

The JMLS was first held in 1988 with 70 athletes. Participants were and still are primarily from the DC/Maryland/ Virginia area. It has grown in size every year; reaching our highest number with over 700 entries. This includes a number of nationally ranked open-water athletes.

The event is held in picturesque Lake Audubon, one of Reston's lakes and the scene of the swim portion of the annual Reston Triathlon. It will be held, as is the tradition, on Memorial Day Weekend.

The 1 and 2-Mile Swims are conducted over a closely-measured, 1-mile course. Community spectators and participants' relatives number in the hundreds. As we have done in the past we plan to obtain press coverage by the Washington Post and local newspapers, as well as television coverage. As part of the H2Open series, we will also receive coverage in the greater masters swimming community on the internet and in print publications. The Swim is fully sanctioned and insured through U.S. Masters Swimming.

## PROPOSAL

In order to stage this high quality event, the organizing activity will need some resources beyond those covered by participants' entry fees. Most of the required fixed assets and equipment (the markers, floats, anchors, etc.) are already owned by RMST which means that anything additional adds to the luster of the event and the reputation of the sponsoring organizations. Some of the expenses that must be met through additional assistance are: printing and mailing costs, awards, refreshments for participants, better facilities for scoring and monitoring the races.

RMST feels that the Jim McDonnell Lake Swims offer potential sponsoring organizations with a unique opportunity. By supporting such an event, a sponsor can share in the excellent reputation, heavy participation and wide publicity among local and out-of-town participants.

## HOW TO BECOME A SPONSOR

Sponsors are needed who will provide funds. Funds are needed to defray the costs of the event. Please fill out the sponsorship form enclosed. Our webmaster can be contacted for setting up your web presence. ***To become a sponsor, please fill out the attached Sponsorship Form and return to [Gordon Gerson, Sponsor Liaison](#).***

Sponsor levels available are:

- Platinum Sponsors at \$3000
- Gold Sponsors at \$1000
- Silver Sponsors at \$500
- Bronze Sponsors at \$250

Benefits to sponsors include:

- All sponsors may, at their request, have corporate literature provided to the athletes.
- All sponsors will have their organization name or logo included on all literature, on the t-shirt given to all participants, and on the JMLS sponsors' page (<http://www.restonmasters.org/jmls/sponsors.shtml>). Sponsor logos will remain accessible on the web site until the next year's lake swim event.
- Platinum Sponsors will have their organization tent set up at the event.
- Gold, Silver and Bronze sponsors will have their information displayed in a separate sponsor tent at the event.

**WE SOLICIT YOUR SUPPORT FOR THIS COMMUNITY-BASED EVENT. WE WOULD LIKE TO TALK WITH YOU ABOUT YOUR POTENTIAL PARTICIPATION.**

**PLEASE CONTACT:**

**Reston Masters Swim Team**



c/o President GORDON GERSON  
10913 KNIGHTS BRIDGE COURT  
RESTON, VA 20190-3932

Phone 703-437-0074

Email: [usna58@comcast.net](mailto:usna58@comcast.net)

Web Master: [Nick Nobbe](#)

## SPONSORSHIP FORM

Thanks for your generous support of Reston, Jim McDonnell Lake Swims, Lymphoma Foundation and other charities.

As a local team of U.S. Masters Swimming, the Reston Masters Swim Team is a 501(c)4 nonprofit organization. (TAX ID 54-1669947).

### Please Choose Your Sponsorship level

\_\_\_ \$3000—Platinum Sponsor

\_\_\_ \$1000—Gold Sponsor

\_\_\_ \$500—Silver Sponsor

\_\_\_ \$250—Bronze Sponsor

### Sponsor Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Web address: \_\_\_\_\_

### PLEASE RETURN THIS FORM TO:

#### Reston Masters Swim Team



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RESTON, VA 20190-3932  
Phone 703-437-0074  
Email: [usna58@comcast.net](mailto:usna58@comcast.net)  
Web Master: [Nick Nobbe](#)