



NAC Team Sponsorship

NAC is looking forward to the opportunity to partner with local businesses in bringing awareness to these companies, while also working to support the initiatives of the team.

NAC is a year-round competitive swim program that has been operating in Nashville and Middle Tennessee since 1975. Based at the Centennial Sportsplex, the team is comprised of athletes ranging from the entry-level swimmer to the Olympic Trial qualifier. Currently, there are over 450 families (575 swimmers) enrolled in NAC.

NAC is a nonprofit organization that hosts seven or more major swim meets every year. These competitions attract teams mainly from across the Southeast, but often times from as far away as Southern California and Massachusetts. Between 700 and 900 swimmers regularly enter our meets, many of them returning year after year. Families and coaches who travel to Nashville for these meets visit our website to access meet information both prior to and during the meet. They stay and frequent the establishments in the Midtown Nashville area and look to NAC as a resource for recommendations while they are in town.

How does being a NAC Team Sponsor help your business? Whether it is year-round exposure on the home page of our website, access to direct marketing/communication with visiting teams, and/or the naming of one of our swim meets after your business, your company has the potential of being viewed by well over 1,000 people each swim meet weekend and countless others on our website on a daily basis. Additionally, NAC hosts various other team events where our staff and members will have the opportunity to patron your business.

Annual Sponsorship Levels

Gold Level

\$3000

SWIM MEET SPONSOR

DIRECT EXPOSURE TO VISITING TEAMS & NAC MEMBERS

INTERNET EXPOSURE

Silver Level

\$2000

DIRECT EXPOSURE TO VISITING TEAMS & NAC MEMBERS

INTERNET EXPOSURE

Bronze Level

\$1000

INTERNET EXPOSURE

NAC is always open to discussing other sponsorship options outside of the standard Gold, Silver and Bronze Levels. For example, a business can be the title sponsor for one of our NAC hosted swim meets, sponsor one or more of our meet t-shirts, sponsor or provide in-kind food donations to our meet hospitality, etc. If you are interested in discussing other opportunities, contact Ashley Blackburn, NAC Administrative Director, admin@swimnac.com.

Levels of Exposure

SWIM MEET SPONSOR: Your business will be named as the Meet Sponsor for one of our NAC hosted swim meets. This will give your business exposure before, during and after the swim meet for both patrons of the meet and our current NAC members.

DIRECT EXPOSURE TO VISITING TEAMS & NAC MEMBERS: NAC will forward information from your company to its members up to 4 times per year. There will also be the availability to forward communication to visiting teams leading up to our NAC hosted swim meets.

INTERNET EXPOSURE: Your company logo/hyperlink will be posted on the NAC home page & Team Sponsors page. Everyone who visits the NAC website will see your logo on our home page and will be able to click on the logo to be taken to your company website. More detailed company information will also be listed with a hyperlink on our Team Sponsors page.

Sponsorship Details

ANNUAL SPONSORSHIP AGREEMENTS will be established for each NAC Team Sponsor and with an annual renewable date of January 1st if agreed upon by both parties.

PAYMENT OPTIONS: Annual Sponsorships will be invoiced annually in December and are payable on January 1st of each year where there is an agreement. Other payment options may be available upon request.

Current NAC Family Deals

DISCOUNT: Businesses of current NAC families receive a 50% discount on one of the Gold, Silver or Bronze Level sponsorships.

ENRICHMENT FUNDRAISING CREDIT: Current NAC families who secure a Team Sponsor can use the sponsorship dollar amount raised toward their family fundraising goal for the year.



NAC TEAM SPONSOR FORM

Business Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Local Phone Number: _____

Toll Free # _____

Contact Person: _____

Email: _____

Web Site: _____

Hyperlink Destination: _____

Company Logo:

- Company to provide .jpg logo file (230 pixels wide) for NAC home page
- Company to provide Hi Res logo file for Team Sponsors page and/or print
- Company may provide a discount code or access code for tracking purposes
- Company may provide .pdf coupon file for email communication or website

Additional information you feel may be beneficial:
