



## **NAC Team Sponsorship Program**

### **Our Organization**

Nashville Aquatic Club (NAC) is a year-round swim team that has been operating in Nashville since 1975. NAC is 501(c3) a non-profit organization that is governed by a Board of Directors. NAC has been dedicated to teaching swimming and helping swimmers of all levels set and achieve their goals over its 40+ years of existence.

The NAC Competitive Team hosts a variety of swim meets throughout the year, with a few very well known meets included. These major competitions attract teams from all over the country. With roughly 900 swimmers competing in our high-profile meets, many of whom return year after year because of the great experience they have here in Nashville, NAC swim meets have the reputation of being some of the most well run, highly competitive meets in the country.

### **OUR STORY**

Since its inception in 1975, Nashville Aquatic Club has found success in teaching swimming and helping swimmers find success through setting and achieving their own personal goals. Over the years, there have been many generations of NAC families who have all been a part of the program in one way or another. These families will tell you that swimming was a vehicle in which their child learned many life skills and built the character and drive to be the person they are today. This is why NAC is still here today, strong as ever, with over 40 years of experience and history. It is through our focus on the swimmer and their development as a Person 1<sup>st</sup> and Swimmer 2<sup>nd</sup> that NAC has continued to be a success at both the local and national level.

### **OUR MISSION**

Through an intentional process based on education, safety, proper technique, personal achievement, and fun, the Nashville Aquatic Club aims to provide the finest swimming instruction in the United States.

### **OUR VISION**

We aim to build a solid swimming foundation through all of our programming, including learn-to-swim, fitness, or competitive swimming. Our goal is to instill a love of swimming so that swimmers of all ages may utilize the sport as an opportunity for lifelong enrichment. On each swimmer's pathway through our program, we aim to build important characteristics that transfer away from the pool including physical fitness, self-discipline, and self-esteem. We value these skills and the personal relationships built along the way as foundations for a lifetime of personal enrichment.

### **OUR ACCOMPLISHMENTS**

The NAC Hall of Fame is an extensive list of 13 Olympians, 93 Olympic Trial Qualifiers, 23 National Junior

Team Members, 65 National Finalists, 10 National Champions, 1 Olympic Trial Finalist and 1 National Team Member. The team also has an extensive list of collegiate swimmers, with over 25 currently competing in college and 4 NAC swimmers committed to swim in college in the near future.

With all of these high level accomplishments, NAC is also very aware of every time a swimmer achieves a goal, whether it be a small drop or a National Age Group record, it represents hours of practice and hard work. We recognize that everyone's goals are important no matter what level they are, which is why the club has been a continued success over the years.

### **Our Swimmers**

Our team is comprised of athletes ranging from the entry-level swimmer all the way up to the national and international levels. Currently, there are over 250 swimmers on the competitive team, 120 swimmers in our SwimFitness and PreCompetitive programs and 290 swimmers in our Masters & Tri program.

### **Our Coaches**

NAC's Head Coach is John Morse, who has been with the club for over 30 years. Coach Morse has been named the USA Swimming Developmental Coach of the Year in 2008, 2016 and 2018. He has also coached numerous Junior Pan Pac Teams, been the Head Coach of the National Junior Team, and the Assistant Coach at the Pan American Games in 2011. The team employs 5 other full-time coaches and 20+ assistant coaches. Our staff is dedicated to employing professional, innovative, positive coaches who are dedicated to making an impact on both the sport of swimming, as well as on the swimmers within their reach.

### **Club Advancement**

As one of the top competitive swim programs in the country, Nashville Aquatic Club is committed to providing a premier instructional training experience for our athletes. The NAC Team Sponsorship Program provides supplemental funding for the expansion and enrichment of the team experience. Previous sponsorships have facilitated the following club initiatives:

- Athlete support services – sports mental training, sports recovery therapy, sports nutrition
- Technology for the expansion of instructional influence – TV stands and rollers for the pool deck, IKKOS goggles, iPads with waterproof cases, etc.
- Swim training equipment – Power Tower pulley weight trainers for strength and resistance swim training, portable swim wall
- Swim meet equipment – Computers, printers, software and other state-of-the art equipment that is necessary to host large swim meets
- Updating the facilities - Provide funding to assist with equipping and sustaining the facilities where NAC practices and swim meets are held, including Centennial Sportsplex and Boost FitClub, in order to provide swimmers every opportunity for success

## Annual Sponsorship Levels

### **Gold Level = \$3000**

- SWIM MEET SPONSOR – Your business will be named the MEET SPONSOR and your business name will be used in the naming of a NAC hosted swim meet
- SCOREBOARD ADVERTISING – Your business logo will be displayed on the Scoreboard during warm-ups of each session on every day of the meet.
- Silver & Bronze Sponsorship Benefits included

### **Silver Level = \$2000**

- LOGO ON HEAT SHEET – Your business logo will be placed on the bottom of every page of the heat sheet for the meet.
- BANNER PLACEMENT AT THE MEET – Your business may provide a banner to NAC to be hung in a prime viewing spot in the pool area during the meet.
- MEET ANNOUNCEMENT – An announcement will be made at the meet highlighting and thanking our Silver & Gold Level sponsorship.
- Bronze Sponsorship Benefits included

### **Bronze Level = \$500**

- EMAIL TO MEMBERSHIP – An email that will highlight and thank all of our Team Sponsors will be sent out twice a year, at the start of each season in the fall and spring
- SOCIAL MEDIA APPRECIATION – Your business will be highlighted on our social media platforms, including Linked In, Facebook, Instagram and Twitter.
- LOGO PLACEMENT AND LINK ON OUR WEBSITE – Your business logo and link to your website home page will be on our Team Sponsors page of our website

### **FRIENDS OF NAC = \$250**

- LOGO PLACEMENT ON OUR WEBSITE – Your business logo or name of the business will be placed on our website on the FRIENDS OF NAC page

## Sponsorship Details

- ANNUAL SPONSORSHIP AGREEMENTS will be established for each Team Sponsor with an annual renewable date of January 1<sup>st</sup> if agreed upon by both parties.
- PAYMENT OPTIONS: Annual Sponsorships will be invoiced annually in December and are payable on January 1<sup>st</sup> of each year where there is an agreement. Other payment options may be available upon request.
- Current NAC Family DISCOUNT: Businesses of current NAC families receive a 50% discount on one of the Gold or Silver Level sponsorships. NAC families can also use their Friends of NAC sponsorship or other Sponsorship Level toward their annual fundraising goal.
- NAC TEAM SPONSOR FORM: Team Sponsors will need to fill out and/or update their company information via the NAC Team Sponsor Google Form to be found by clicking [HERE](#).