

TO: Wahoo Families
MEMO: New Fundraising Opportunity

Wilton Y Wahoo's Swim Meet Banner Advertising
2009-10

The Wahoo's new state of the art website captures all team and meet information, team photos, history and training information as well as links to the Wilton Family YMCA, USA and CT Swimming and Wahoo Sponsors.

The WYWAHOOS.ORG website generates an average of 450 hits per day. That translates to about 12,000 hits per month. This is only for the beginning of our short course season prior to any meets. With meets beginning in October the web site traffic will increase.

Financial Incentive for Banner Ad Sales: Fundraising credit is earned by selling banner advertising space on the Wahoo website combined with FREE ads in our home swim meet programs to local business establishments. You receive 100% credit for the total amount you collect. The squad of your most advanced swimmer (as of Oct 10th) determines your fund raising commitment.

Ads will be placed on the main WYWAHOOS.ORG web page immediately visible as a tower ad when the page is rendered.

The Mechanics of the Process: Ads can be e-mailed by the advertiser in graphic file format, .JPG, .GIF, or .PNG. The size of the graphic image should be 160 width X 600 length. These should be sent directly to Sharon Gosha at sgosha@zensoftware.com

Included with the sale of all Banner Ads will be a FREE ad placed in all our Meet Programs. The chart below is the information concerning the Meet Program Ads which are included with the Banner Advertising:

| Ad Size | Age Group Qualifier Oct 24-25, 2009 | Thanksgiving Y Invitational Nov 20-22, 2009 | YMCA State Championship Jan 9-10, 2010 | AA Invitational Senior Qualifier Jan 29-31,2010 | All Four Meets |
|----------------|---|--|---|---|----------------------|
| Ads Due | Oct 9 | Nov 6 | Dec 22 | Jan 15 | Oct 9 |
| Business Card | Free | Free | Free | Free | Free |
| 1/4 page | Free | Free | Free | Free | Free |
| 1/2 page | Free | Free | Free | Free | Free |
| Full page | Free | Free | Free | Free | Free |

Meet Program Ads can be mailed by the advertiser in copy ready format, copy combined with a business card, or e-mailed directly to Roger Stewart (stew7478@sbcglobal.net).

Restaurants will be listed in a restaurant guide along with a local map. If you sell to a restaurant, get directions to it as well. Each of the meets is a 2-3 day meet with swimmers coming from all over New England. Everyone eats out for 2-3 days, so restaurant ads are quite useful for our out of town swimmers.

Collection is YOUR responsibility. Checks or cash for Banner Ads should be given to Lauri Harder, not to the team treasurer. I will be tracking the ad sales and will provide the fund raising data to the Fundraising Chairman. Banner Ad contracts can be dropped off in the Y mailboxes in an envelope with my name on it or mailed to me at 21 Mountainview Dr. Redding, CT 06896. Additional forms may be downloaded from the Wahoo Team Menu on the Team Member Page of the website.

The next page titled "Wilton Y Wahoo's Swim Team 2009-2010 Swim Meet Banner Advertising" is an info page for you to give to your potential advertiser.

Wilton Y Wahoo's Swim Team
2009-2010 Swim Meet Banner Advertising

The Wilton Y Wahoos is a widely respected swim team for swimmers of all ages. The team was formed over 30 years ago and is a national caliber swim team that is recognized as striving for excellence and setting high standards both for the team and for the individual swimmers who have made a commitment to the sport of swimming. Some of the team's recent accomplishments include:

- Connecticut State Champions, 2000-2008
- Connecticut YMCA State Champions, 2000-2009
- National YMCA Short Course Champions, 2005 and Long Course Champions, 2003-2005
- National YMCA Long Course Runner-up, 2009

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| Full page | Free | Free | Free | Free | Free |

The Wahoo's will be hosting four major swim meets this year at the swimming facility at the Wilton Y. All meets are weekend events with swimmers coming from a broad geographic area.

- The Age Group Qualifier on October 24-25, 2009 is our first two-day meet of the 2009- 2010 short course season, attracting many swimmers from our area.
- The Wahoo YMCA Thanksgiving Invitational, from November 20-22, 2009 will draw YMCA swimmers from all over New England.
- The YMCA State Championship January, 9-10, 2010, is a two day meet at which swimmers, ages 13 and over from YMCA's across the state, will compete.
- The AA Invitational, running January 29-31, 2010, is considered a premier swim meet and attracts teams from the Northeast region. Last year approximately 500 swimmers participated. Many of their families came to watch them compete

The printed programs cover all days of the meets. Any spectator arriving at a swim meet looks for the program of events. The program will include a Restaurant Guide listing the locations of all the restaurants that advertise. The swimmers and their families generally eat out for the duration of the meet.

Wilton Y Wahoos Swim Meet Banner Advertising
2009-10 Contract

Short course season is September 2009-April 2010
(*Pro-rated pricing available: contact Lauri Harder)

| | | |
|---------|--|-------|
| Gold: | Banner Ad on our Website Full page ad in our meet programs Banner sign hung on the pool deck | \$800 |
| Silver: | Banner Ad on our website ¼ page ad in our meet programs | \$500 |
| Bronze: | Banner Ad on our website Business card ad in our meet programs | \$400 |

Long course season is May 2010-August 2010

| | | |
|---------|--|-------|
| Gold: | Banner Ad on our Website Full page ad in our meet programs Banner sign hung on the pool deck | \$400 |
| Silver: | Banner Ad on our website ¼ page ad in our meet programs | \$300 |
| Bronze: | Banner Ad on our website Business card ad in our meet programs | \$200 |

Full year September 2009-August 2010
(Rates reduced for full 1 year purchase)

| | | |
|---------|--|---------|
| Gold: | Banner Ad on our Website Full page ad in our meet programs Banner sign hung on the pool deck | \$1,000 |
| Silver: | Banner Ad on our website ¼ page ad in our meet programs | \$750 |
| Bronze: | Banner Ad on our website Business card ad in our meet programs | \$550 |

Name of Advertiser _____

Address _____

Zip Code _____

Advertising Contact Person _____

Signature _____

Phone _____ Date _____

_____ Please circle the appropriate level and return contract to Lauri Harder at
21 Mountainview Dr. Redding, Ct 06896

_____ Check (payable to Wahoo Swim Club) attached

_____ Banner ad e-mailed to Sharon Gosha sgosha@zensoftware.com .
Ad should be a graphic file format, .JPG, .GIF, or .PNG .
The size of the graphic image should be 160 width X 600 length.

_____ Ad Copy emailed to: stew7478@sbcglobal.net or attached here

Wahoo Representative (Please print) _____