

Wilton Y Wahoos Swim Meet Program Advertising 2009 Long Course Advertising Contract

We hereby agree to purchase a _____ page advertisement in the program of events for a Wilton Y Wahoo Swim Meet as circled below:

Ad Size	Wahoo Summer Invitational 5/29-31, 2009	Wahoo AA/Senior Qualifier 6/19-21, 2009	Both Meets*
Ads Due	May 15	June 5	May 15
Business Card	\$30	\$30	\$50
1/4 page	\$40	\$40	\$70
1/2 page	\$70	\$70	\$125
Full page	\$120	\$120	\$215

*Note that the combined pricing includes a discount for multiple ads.

(Please fill out completely)

Name _____

Address _____

_____ Zip Code _____

Contact Person _____

Signature _____

Phone _____ Date _____

___ Check (payable to Wahoo Swim Club) attached

___ Copy attached

___ Copy emailed to: stew7478@sbcglobal.net

___ Check and/or copy will be picked up by _____

(Please print) _____

Wahoo Representative

If mailing, please send to your Wahoo Representative: _____

Wilton Y Wahoos Swim Team
2009 Long Course Program 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, 2000-2008
- National YMCA Short Course Champions, 2005 and Long Course Champions, 2003-2005

Swimmers who train with the Wahoos live in towns throughout Fairfield County, as well as Westchester County, NY.

The Wahoos will be hosting two major swim meets this summer at the swimming facility at the Wilton Y. All meets are weekend events with swimmers coming from a broad geographic area.

- The Wahoo Summer Invitational on May 29-31, 2009 is our first three-day meet of the 2009 long course season, attracting many swimmers from our area.
- The AA/Senior Qualifier, running June 19-21, 2009, is considered a premier swim meet and attracts teams from the Northeast region. Last year approximately 400 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.

Rates, which include a discount for the two-meet purchase, are:

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Your Wahoo Representative is: _____

Phone Number: _____

Explanation of Wilton Y Wahoos Swim Meet Program Advertising 2009 LC Program Ad Sales

Financial Incentive for Ad Sales

***Fundraising credit is earned by selling advertising space in Wahoo swim meet programs to local business establishments and/or purchasing advertising space in support of your swimmer or squad. You receive 100% credit for the total amount you collect. The squad of your most advanced swimmer (as of June 1st) determines your fund raising commitment. This year's advertising opportunities are:

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The Mechanics of the Process

***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). Ads can be a business card, 1/4, 1/2, or full-page ads.

***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 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. Ad contracts can be dropped off in the Y mailboxes in an envelope with my name on it or mailed to me. A list of ads sold from the previous year is provided. The Wahoo families listed have first priority with their current advertisers, all other sales are first come/first serve so you should contact potential advertisers promptly. After your sale, it is encouraged to hand-deliver a copy of the meet program to each of your supporters highlighting their advertisement(s) sometime during the season.

Information Packages for Advertisers should include:

- Cover page to summarize the swim meets and benefits of ads.
- Ad contracts – PLEASE turn in a signed contract for each sale.
Contracts should be filled out completely with name, address, and name of contact person.
- Blank forms may be downloaded for your use. Please make copies as required for your sales.

Lauri Harder
21 Mountainview Drive
Redding, CT 06896

Wilton Y Wahoos
Advertising Sold 2008-2009

Wahoo Family

Advertiser

Cole	Orem's Diner
Deveney	Danbury Orthopedic
DiGuglielmo	Tavern on 7 Bar & Grill
Fornshell	Fornshell Videography Ridgecrest
Gilroy	The Yoga Shala Caraluzzi Market
Golankiewicz	Gaston Law Practice Rankin Sports Outdoor Sports Wilton Pizza Wilton Sport Shop
Harder	Norwalk Hilton Garden Inn Wilton Bank Ancona's Market Wilton Bulletin (Hersam Acorn Press)
Heyde	TomEToes Fast Lane/James Barone
Hosokawa	Ridgefield Bank Hot Talent Photography
Lattimer	Steve's Bagels Stefano's Pizza
Lau	GiftWearz
Moore (Sandy)	Kilometers Steve's Bagels
Paola Pistella-Jones	Stylin'
Reeves	Ridgefield Physical Therapy The UPS Store

Smith (Stephanie)

Coldwell Banker

Stewart

Wooster School
Gulbenkian Swim
Nutmeg Games
Stewart Digital Photography

Note:

The Wahoo families listed above have first priority with their current advertisers.

We try to be sure the businesses/advertisers are not contacted by more than one Wahoo.

If you have any questions about any advertisers please feel free to contact:

Lauri Harder
938-0625