

WALNUT CREEK ALL-CITY MEET

Sponsorship Program

2010



The Walnut Creek All-City Meet

July 10 & 11, 2010
Clarke Memorial Swim Center

Back in 1987, Bob and Sherry Budke, two Walnut Creek Swim Club parents, saw the need for an invitational swim meet at which all swimmers could contribute to the success of their teams. Previously, invitationals were big meets to which teams brought all their swimmers, but only the best could expect to place and score. Bob and Sherry conceived of a meet with two flights, where slower swimmers could realistically compete to better their teams' standings. Thus, the Walnut Creek All-City Meet was born.

Today, the meet is a vibrant summer spectacle and local tradition. The two-day event boasts an atmosphere of personal accomplishment, friendly competition, cross-town rivalries, team spirit and community pride.

WCSC & Rec Swimming

The Walnut Creek Swim Club was founded in 1961, one of the first three summer recreational teams in the area. WCSC paved the way for what is now a thriving summer tradition for hundreds of Walnut Creek families from 13 different teams.

For kids from the age of five to eighteen who love the sport of swimming, these recreational teams provide a wonderful youth-sport experience. While still very competitive, the emphasis of summer rec swimming is always on the fun and social.

A Great Advertising Opportunity for Walnut Creek Business Owners

Over 1,500 swimmers and their families will attend the Walnut Creek All-City Meet. These are families that live and purchase goods and services in the Walnut Creek area. With the economy poised for growth, this is the time for businesses like yours to take advantage of smart advertising opportunities like the ones this event has to offer.

Locally Targeted

Young Family Demographic

Well over 3000 sets of eyes and ears

Sponsorship Levels

MEET SPONSOR	\$1795
<ul style="list-style-type: none">• Name and/or logo on T-shirt• Name & blurb over PA 4 times• Banner next to timing board• Name and logo on front of program• Full-page advertisement in program• Logo & link on WCSC homepage	
LANE SPONSOR	\$295
<ul style="list-style-type: none">• Lane sponsor placards on starting block• Half-page advertisement in program• Click-through ad on meet-results webpage• Name over PA 2 times	
EVENT SPONSOR	\$85
<ul style="list-style-type: none">• Listed in program as event sponsor• Quarter-page advertisement in program• Name over PA 1 time	

www.walnutcreekswimclub.org

Become a Sponsor

1. Email sponsors@walnutcreekswimclub.org
2. Put your business name in the subject line.
3. Include the sponsorship level in which you are interested.

Sponsorships are accepted through June 15, 2010. Availability of Meet and Lane Sponsorships is limited so contact us today.

Where will All-City Meet sponsorship funds go?

By sponsoring the Walnut Creek All-City Meet, you are not only taking advantage of a great advertising opportunity but sustaining a fantastic program that brings families together and builds the character of our youth.

Funds raised through this program will be used to offset the costs of:

- coaching salaries
- pool rental fees
- room rental for our award banquet
- age-group activities and other social events
- end-of-year trophies and other awards

