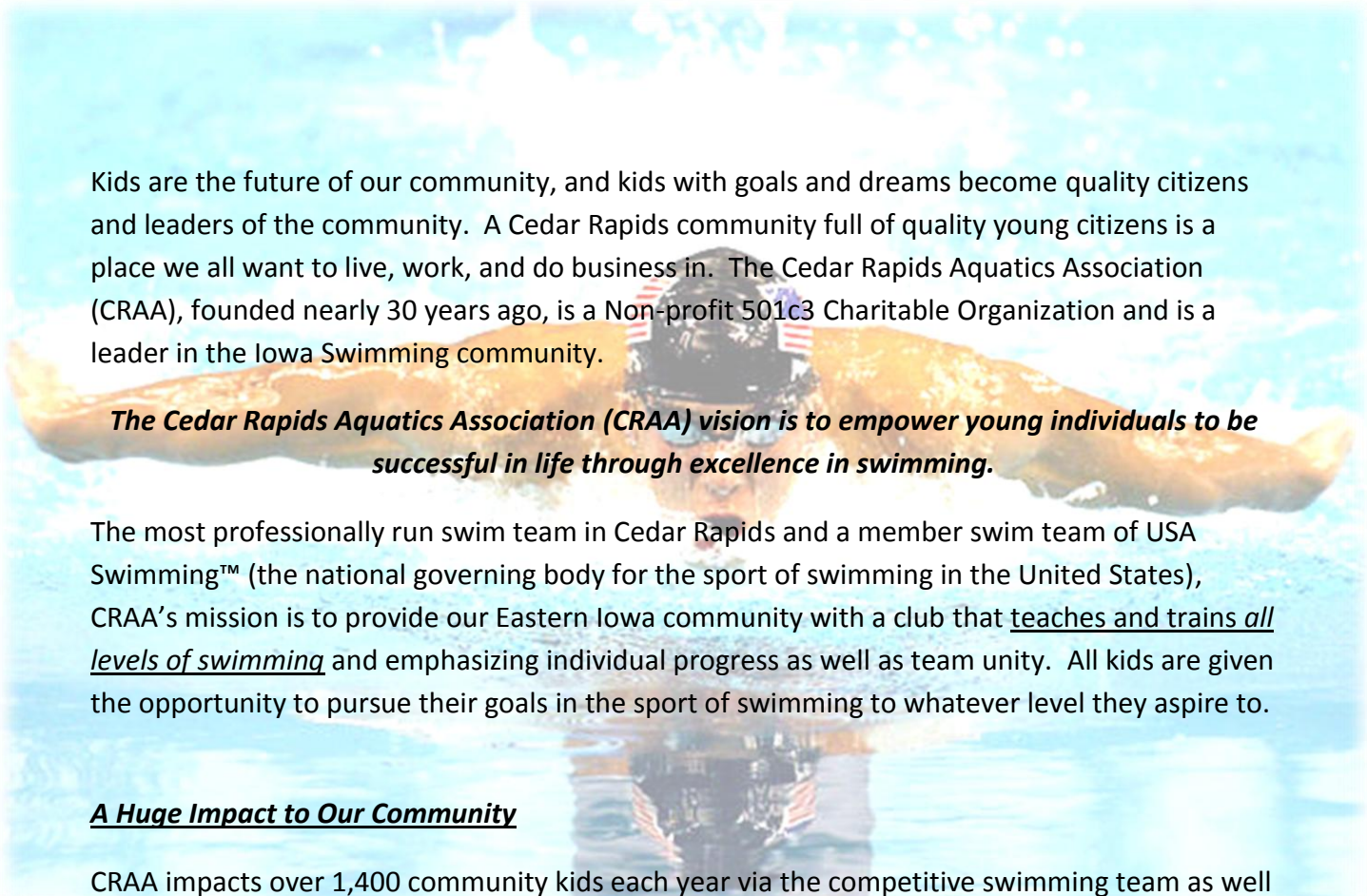


Increasing Your Customer/Client Traffic While Helping Cedar Rapids Kids Achieve Their Goals and Their Dreams

A swimmer in a pool, wearing a black cap and goggles, is captured in a dynamic stroke. The water is bright blue and splashing around the swimmer. The swimmer's arms are extended forward, and their body is angled towards the viewer.

Kids are the future of our community, and kids with goals and dreams become quality citizens and leaders of the community. A Cedar Rapids community full of quality young citizens is a place we all want to live, work, and do business in. The Cedar Rapids Aquatics Association (CRAA), founded nearly 30 years ago, is a Non-profit 501c3 Charitable Organization and is a leader in the Iowa Swimming community.

The Cedar Rapids Aquatics Association (CRAA) vision is to empower young individuals to be successful in life through excellence in swimming.

The most professionally run swim team in Cedar Rapids and a member swim team of USA Swimming™ (the national governing body for the sport of swimming in the United States), CRAA's mission is to provide our Eastern Iowa community with a club that teaches and trains all levels of swimming and emphasizing individual progress as well as team unity. All kids are given the opportunity to pursue their goals in the sport of swimming to whatever level they aspire to.

A Huge Impact to Our Community

CRAA impacts over 1,400 community kids each year via the competitive swimming team as well as the Learn-To-Swim program. Whether a child is just first learning to swim or seeking to go to the Olympics or just wanting to get their first heat ribbon in the backstroke, CRAA's program has a place for them to reach their goals. In fact, CRAA has kids who began swimming here and ultimately competed at the NCAA/Collegiate level and even at the U.S. Olympic Trials. CRAA even offers Scholarships for those who want to learn to swim or swim competitively, but cannot afford to do so.

And Even A Broader Reach in the Midwest...

CRAA also hosts Swim Meet Events that attract more than 2,000 athletes and families from Iowa and all over the Midwest. At these meets, kids, families, and coaches spend a lot of time together and create new friendships and relationships. It's also a chance for kids to test themselves as they pursue their goals. Substantial money is spent while these families are in our area for the meets.

Our Reality

One of the realities of swimming is, whether it is at the just-learning-to-swim stage or at the more competitive level, it is relatively expensive. Pool time is expensive. Kids who otherwise would love to learn to swim or achieve higher swimming goals may not be able to simply due to cost. CRAA is striving hard to make swimming accessible for all kids in Cedar Rapids. To this end, we are offering scholarship opportunities for those in need, but we have also created our Corporate Sponsorship Program in order to help create wider access.

The other reality is...

The other reality is that people involved with swimming are very *passionate* about swimming, and the positive impact that swimming has on kid's lives. What this means is that the kids, parents, and families are very involved with the program, spend a lot of time at the pool, and are highly engaged with all the materials and information that CRAA publishes and communicates.

Swimming is a year-round sport, so kids and families often make swimming their primary sport even though they obviously do other things besides swimming.

So, how do you increase your business while helping our community kids achieve their goals and dreams?

Most parents and families with kids involved with swimming are goal-oriented, and therefore are willing to invest the time and spend money in order to help their kids achieve success, whatever that success is defined as for them. Because CRAA is a community pillar quality swimming organization, people value organizations that are associated with CRAA. And people truly appreciate companies that help make swimming a reality for their family.

CRAA has developed a unique Corporate Sponsorship program whereby you can increase your business traffic while helping kids achieve their goals. You truly can directly impact children just learning to swim for the first time as well as helping young athletes wishing to reach a higher level – and achieve benefit to your business at the same time. It's a win-win.

Here is how you can participate and what benefits you will receive:

Cedar Rapids Aquatics Association Corporate Sponsorship Program

Sponsor Level/Type	Sponsor Benefits
Gold Level Sponsor	<ul style="list-style-type: none"> • CRAA Website <i>Feature</i> Link and Large Advertisement • Gold Level is Exclusive to 1 company per Industry/Service Category (ie. Only 1 Dentist can be Gold Level Sponsor for CRAA) • CRAA Website Logo on Home Page – Gold Sponsors only • Full Page Ad in each CRAA Hosted Swim Meet Program • CRAA Hosted Meet Large Individual company Banner hung prominently at each Swim Meet • CRAA Practice Sponsor ‘Board’ Large Logo • Full Page Ad or Discount Sheet in CRAA Sponsor Packets • Weekly ‘Splash’ Email Large Logo Recognizing CRAA Gold Sponsors • Weekly ‘Splash’ Large Advertisement 52 issues/year
Silver Level Sponsor	<ul style="list-style-type: none"> • CRAA Website Link and Medium size Advertisement • Half Page Ad in each CRAA Hosted Meet Program • CRAA Hosted Meet Medium size Banner hung prominently at the Meet • CRAA Practice Sponsor ‘Board’ Small Logo • Half Page Ad or Discount Sheet in CRAA Sponsor Packets • Weekly Splash Small Logo Recognizing CRAA Silver Sponsors • Weekly Splash Medium Advertisement 26 issues/year
Bronze Level Sponsor	<ul style="list-style-type: none"> • CRAA Website Link • Quarter Page Ad in each CRAA Hosted Meet Program • Quarter Page Ad or Discount Sheet in CRAA Sponsor Packets • Weekly Splash Small Logo Recognizing CRAA Bronze Sponsors • Weekly Splash Medium Advertisement 10 issues/year
CRAA Learn-To-Swim Lessons Program Sponsor	<ul style="list-style-type: none"> • Individual Company Banner Displayed Prominently during each session of CRAA Swim Lessons Program (approximately 1,200 swimmers each season)

The Cedar Rapids Aquatics Association vision is to empower young individuals to be successful in life through excellence in swimming.

Contact: Todd Gifford

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Fax: 319-365-8506

www.CRAA.org





Cedar Rapids Aquatics Association -- Corporate Sponsor Program (annual)

ATTN: Todd Gifford Phone: 319-651-6688, Fax: 319-365-8506, Email: tgifford@dee-inc.com

_____ **YES! I wish to increase my business traffic while helping our community kids reach their goals.**

_____ **I would like to enroll as a GOLD Sponsor (\$1,000)**

- CRAA Website *Feature* Link and Large Advertisement
- Gold Level is Exclusive to 1 company per Industry/Service Category (for example, only 1 Dentist can be Gold Level Sponsor for CRAA)
- CRAA Website Logo on Home Page – Gold Sponsors only
- Full Page Ad in each CRAA Hosted Swim Meet Program
- CRAA Hosted Meet Large Individual company Banner hung prominently at each Swim Meet
- CRAA Practice Sponsor ‘Board’ Large Logo
- Full Page Ad or Discount Sheet in CRAA Sponsor Packets
- Weekly ‘Splash’ Email Large Logo Recognizing CRAA Gold Sponsors
- Weekly ‘Splash’ Large Advertisement 52 issues/year

_____ **I would like to enroll as a SILVER Sponsor (\$750)**

- CRAA Website Link and Medium size Advertisement
- Half Page Ad in each CRAA Hosted Meet Program
- CRAA Hosted Meet Medium size Banner hung prominently at the Meet
- CRAA Practice Sponsor ‘Board’ Small Logo
- Half Page Ad or Discount Sheet in CRAA Sponsor Packets
- Weekly Splash Small Logo Recognizing CRAA Silver Sponsors
- Weekly Splash Medium Advertisement 26 issues/year

_____ **I would like to enroll as a BRONZE Sponsor (\$500)**

- CRAA Website Link
- Quarter Page Ad in each CRAA Hosted Meet Program
- Quarter Page Ad or Discount Sheet in CRAA Sponsor Packets
- Weekly Splash Small Logo Recognizing CRAA Bronze Sponsors
- Weekly Splash Medium Advertisement 10 issues/year

_____ **I would like to enroll as a Learn-To-Swim Program Sponsor (\$500)**

Individual Company Banner Displayed prominently during each session of CRAA Swim Lessons Program (approximately 1,200 swimmers each season)

Company Name: _____

Company Address: _____ City: _____ State: _____ Zip: _____

Contact Person Name: _____ Phone #: _____

Contact Person Email Address: _____