



**BSL ANNUAL FUNDRAISING SPONSOR  
PACKET**

**2022/2023**

BSL was founded in 1965 to provide swimmers with a year-round, competitive swim team offering the area's highest quality professional coaching and technique instruction for all ages and abilities. We strive to promote sportsmanship, physical fitness and the development of leadership qualities while fostering self-discipline, building self-confidence, and providing a safe and competitive swimming experience for every swimmer. BSL has continuously produced top swimmers who compete at all levels including Olympic Trials, National Championships, and regional and local meets. BSL consistently sends swimmers to the top collegiate swim programs.

BSL is a 501(c)(3) non-profit organization, is not funded by any government municipality, and is solely dependent on membership dues and fundraising to afford all operating expenses. Year-round training pool space is very limited in the Birmingham area and has been a challenge for many years. BSL has partnered with local outdoor facilities to increase availability of pool space to accommodate more swimmers. To accomplish that, BSL acquired temporary structures to provide heated space during the winter months. To help defray the costs of maintaining a competitive training facility for our athletes and in an effort to keep the swim team affordable for our swimmers' families, we look to raise \$15,000 each year in sponsorships from local businesses.

Our corporate sponsors receive recognition both directly with our program and throughout the events we host. BSL hosts five (5) meets per year at the Birmingham Crossplex with local swimmers and teams traveling from as far as from Oklahoma. Advertising benefits for BSL sponsors include advertisement on the digital scoreboard and sponsor banners during swim meets, meet program ad space, linked website advertisement on the BSL website ([swimbsl.com](http://swimbsl.com)) for one year, and corporate logos on all t-shirts worn by swimmers and parents.

We thank you for your interest in our annual fundraising effort and for your consideration of our program vision. We greatly appreciate all of our sponsors and seek to provide maximum value to those who participate. We invite you to consider the enclosed information and we look forward to an opportunity to answer any questions you may have about our program and to further discuss the potential benefits to your business.

***Birmingham Swim League Board of Directors***

## **2022/2023 Sponsorship Information**

(BSL is a 501 (c3) Non-Profit organization)

### **Platinum Level (\$2,000)**

- Name/logo on all championship team T-shirts
- Linked advertisement on BSL website
- Advertisement on digital scoreboard during hosted meets
- Prominent full page heat sheet ad at BSL hosted meets
- Additional marketing may be coordinated at sponsor cost

### **Gold Level (\$1,000)**

- Linked advertisement on BSL website
- Prominent half page heat sheet ad at BSL hosted meets
- Additional marketing may be coordinated at sponsor cost

### **Bronze Level (\$500)**

- Linked advertisement on BSL website

## **BSL CORPORATE SPONSORSHIP FORM**

Sponsor Business: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

This sponsorship agreement is entered into as of (month/day/year) \_\_\_\_\_

between (sponsor) \_\_\_\_\_ and the Birmingham Swim League.

\_\_\_\_\_  
Sponsor Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Birmingham Swim League Representative

\_\_\_\_\_  
Date