

lowcountry SPLASH



2.4 & 6 MILE OPEN WATER SWIM

A BENEFIT RACE FOR





SPONSORSHIP PROPOSAL

INTRODUCTION

As one of South Carolina's premier open water swim event, the Annual Lowcountry Splash is a 2.4 Open Water swim along the Mount Pleasant shoreline, and a 6-mile swim beginning at Daniel Island. Both courses go under the Cooper River Bridge and finish at the Charleston Harbor Marina and Resorts in front of the USS Yorktown at Patriots Point.

Proceeds from the Splash benefit the Logan Rutledge Children's Foundation, a local not-for-profit organization established in May of 2002 in memory of Logan Jennings Rutledge (7/30/02-08/26/02). The foundation supports Lowcountry Aquatic Project Swimming. The LAPS program annually teaches swim lessons and water safety to kindergarten, first and second graders in Charleston County School District's lowest socioeconomic schools with the goal of reaching approximately 1,400 children. Yearly cost of programming is \$150,000. LAPS is a 501 (c) (3) non-profit organization, Federal Tax ID 81-4634465.

Swimmers of all levels participate in the Splash: triathletes, recreational lap swimmers and competitive age group swimmers including Olympic swimmers. The Splash continues to grow in popularity attracting swimmers from 34 states and 5 countries.

The Logan Rutledge Children's Foundation is a 501 (c) (3) non-profit organization, Tax ID No. 57-1128799. As such, any goods or services you receive in return for your contribution must be described and valued as a good faith estimate unless considered insubstantial in value per IRS Regulations, 26 CFR Section 1.170.

For information, contact Mirjam Rutledge at LowcountrySplash@gmail.com.



SPONSORSHIP BENEFITS

SALES PROMOTION

The Lowcountry Splash has grown, and we hope to reach 800 registered swimmers. The Lowcountry Splash is an opportunity for your organization to reach a concentrated mass of your target audience in one weekend. A sponsorship will surely generate in-store and online traffic and help promote your product.

PRINTED MATERIALS

Sponsors of the Lowcountry Splash will receive sponsorship credit depending on level of commitment on all printed and advertising materials such as drawstring sacks, applications, pamphlets, and brochures.

MEDIA RELATIONS

The Lowcountry Splash is one of the premier open-water swimming events in the Southeast and is covered by local and regional media as well as growing towards nationwide media attention.

ON-SITE PROMOTION

The Lowcountry Splash offers sponsors the opportunity to set up on-site exhibits to promote their company.

Possible On-Site Promotional Ideas:

- Sales
- Signage
- Merchandise Giveaways
- Product Sampling

LEVELS OF SPONSORSHIP

Corporate Sponsors
Champion Sponsors
Elite Sponsors

Splash Donors

Corporate Sponsor

- Five (5) free participant registrations
- Name and logo will appear on the event advertising including any radio or television spots
- Sponsorship includes the opportunity to have a table or booth display at the awards ceremony
- Your company name and logo will be placed prominently on the front of the race T-shirt and any printed material
- Recognition will be given on the Lowcountry Splash Website and at the race
- This sponsorship can be created through a combination of monetary or product of \$10,000. One spot available

Champion Sponsor

- Three (3) free participant registrations
- Sponsorship includes the opportunity to have a table or booth display at the awards ceremony
- Your company name and logo will be placed prominently on the back of the race T-shirt and any printed material
- Recognition will be given on the Lowcountry Splash website and at the race
- This sponsorship can be created through a combination of monetary or product of \$5,000. Three spots available

Elite Sponsor

- Two (2) free participant registration
- Your company name and logo will be placed on the back of the race T-shirt and any printed material

- Sponsorship includes the opportunity to have a table or booth display at the awards ceremony
- Recognition will be given on the Lowcountry Splash website and social media before and during the race.
- This sponsorship can be created through a combination of monetary or product of \$2,500. 10 spots available

Splash Donor

- One (1) free participant registration
- Recognition will be given on the Lowcountry Splash website and social media before and during the race
- Your company name and logo will be placed on the back of the race T-shirt
- This can be created through a combination of monetary or product of any amount up to \$1,000.

*All Sponsorship levels may provide literature or promotional items to be included in the race packets.

Sponsorship Agreement Lowcountry Splash

This agreement is made by and between the Lowcountry Splash, put on by the Logan Rutledge Children’s Foundation, a South Carolina not-for-profit corporation (hereinafter referred to as “Lowcountry Splash”) and _____ (hereinafter referred to as “Sponsor”) and dated this _____ day of _____, _____.

The Lowcountry Splash agrees to provide the following services and privileges to the Sponsor as outlined in the sponsorship prospectus:

- Corporate Sponsor
- Champion Sponsor
- Elite Sponsor
- Splash Donor

Other terms mutually agreed upon:

Sponsor shall pay to the Lowcountry Splash the sum of \$_____, which sum is due and payable within 15 days of this contract or by _____. If the Sponsor is donating product, the delivery date will be_____.

Signature _____
Date _____



Contact Information Lowcountry Splash

Please fill out and submit with your sponsorship agreement to the Lowcountry Splash.

Contact Information:

Name _____

Company _____

Address _____

Phone _____

Email Address _____

Please email your company logo to lowcountrysplash@gmail.com so it can be posted on our website and used for promotional products.

For other sponsorship inquiries please contact Mirjam Rutledge (843-642-9232) or Mark Rutledge (843-364-7208) at lowcountrysplash@gmail.com.