



## USA SWIMMING TEAM SPONSORSHIP PROGRAM OUTLINE



SYLVIA'S SWIMWEAR

### I. Conditions:

#### The team agrees to the following:

- Ensure that Speedo (WSI) brand products will be the official team suit, cap, bag, warm-up, and apparel of the Team and all Team members will be encouraged to only use Speedo training products wherever and whenever possible.
- Ensure a min of 50% of the team purchase warm-ups & bags and 90% purchase the team swimsuit (FS Pro & FSII are not considered team swimsuits)
- Use Speedo swim caps purchased through your team dealer for your team swim cap.
- As a Speedo team, we encourage you to highlight Speedo products during team-sponsored events (meets, clinics etc.) by inviting only authorized Speedo dealers to sell product (80% of the merchandise must be Speedo). The team's designated Speedo Team dealer should have the first right of refusal to sell at these events.
- To provide sponsor recognition for Speedo in any learn to swim or outreach programs conducted by the team.
- Hang Speedo banners at each Team facility
- Provide Speedo with a heat sheet ad at each meet hosted by the team
- Advise Speedo of any promotional opportunities that may arise and will work together with Speedo to maximize Speedo's exposure and strengthen its links to the Team
- To sign a four year agreement (September 1 – August 31).

### II. Incentives:

#### WSI TO PROVIDE:

- Coaching Staff Outfitting
  - ✓ 2 Speedo polo shirts **per coach per year**
  - ✓ Speedo will provide Team with a mutually agreed upon Speedo allowance (valued at Team Dealer pricing) to outfit coaches.
  - ✓ All Team coaching and pool management staff may participate in the Speedo instructor discount program (20% discount at select Speedo dealers) as applied to regular price Speedo products only.

#### National Meet Support

- USA Swimming Senior National Championships
  - ✓ Swimmers competing in the Spring and Summer USA Swimming National Championships will receive a free Championship racing suit of their choice.
  - ✓ Each first time participant will receive the Championship Meet Outfitting and then receive replacements as needed. This can consist of warm-up, bags, shorts, hats, shoes or t-shirts.
- USA Swimming Long Course and NCSA Spring Junior National Championships
  - ✓ Swimmers competing in the USA Swimming Long Course Junior Nationals will receive a free Championship racing suit of their choice.
  - ✓ Each first time participant is eligible for Free warm-up and bag if team is purchasing Speedo warm-ups and bags as official team uniform. Warm ups to be replaced as needed. Bags to be replaced every two years.
- Sectional Meet Participants Discount
  - ✓ Additional 25% discount on Championship suits based on designated team dealer price structure.
  - ✓ Additional 25% discount on Speedo merchandise specifically for Sectional Meet outfitting based on designated Speedo team dealer price structure.

### III. Team Support

- ✓ Additional 20% off designated team warm-ups and duffel bags based on dealer's price structure.
- ✓ Speedo will provide one vinyl print team banner
- ✓ Team Speedo athletes autograph items to be provided for promotional use as mutually agreed upon by Team and Speedo.
- ✓ Free poster for each participant in summer club clinics or pre team programs

If you have any questions, please contact Sylvia's Swimwear via email at [info@goswim.com](mailto:info@goswim.com) or complete the [Speedo Sponsorship Agreement Form](#) and fax to 1.888.551.9867 to be evaluated for team sponsorship.

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