



Dear Prospective Sponsor:

The South Metro STORM Swim Club is one of the few organizations in this economy that is growing in leaps and bounds—or rather, dives and turns. Membership has grown 22 percent year over year for the past seven years to our current level of 400 swimmers. Our programs are also growing. STORM added a diving club this summer, and we hosted our second annual triathlon this August. In 2008, the first year of our Lake Marion Triathlon, more than 300 triathletes participated, and we were voted one of the top three triathlons in the state. In 2009, more than 360 triathletes participated.

Not only has our club grown in size, it has grown in quality, with more swimmers attending meets and more swimmers achieving qualifying times for championship meets. As you can see from the information on the Web site, we have programs for all ages and abilities. As our club has grown, we've increased the granularity of our groups to address the needs of each level and provide a swimmer to coach ratio that enables each swimmer to progress.

When you sponsor STORM, you are investing in both the development of excellence and a tremendous marketing opportunity. Furthermore, because STORM is a non-profit organization, your sponsorship dollars are tax deductible.

STORM sponsors reach thousands of athletes and families on the Web, through e-mail, in print materials, and on team wear. In addition to the triathlon, STORM hosts at least three meets each year. Meets can see traffic of a thousand people with swimmers and their families, and meet programs provide additional marketing opportunities for you.

Please take a moment to review the information on this Web site. We value your time and consideration, and we'd be happy to answer any questions you may have about our club or sponsorship. Our contact information is below.

Sincerely,

Phil and Chuck Smith
South Metro STORM Swim Club

Phil: 612.242.9062

Chuck: 612.239.4547

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