



– THE BARRACUDAS – BEDFORD'S SUMMER SWIM TEAM



Hello Bedford Swim Team Parents!

April 1, 2009

Sponsorship is an important part of the Barracudas' success. Each year we collect between \$3,000 and \$5,000 in sponsorship donations from area businesses. This money is used to provide financial assistance to swimmers in need, keep the registration costs reasonable and to purchase needed equipment for the team and pool.

This aids the team and also teaches our swimmers about community, partnerships and giving. We believe that when a swimmer helps out in this fashion, it gives them increased ownership in the team and helps to build overall team spirit.

Due to economic conditions, we are focusing our fund raising efforts on local businesses. We have had enormous success over the years by asking our swimmers and their families reach out to the local businesses they frequent. Your assistance in identifying these businesses is very important. If you are a business owner, we would like you to consider spending some of your advertising dollars to support the team. This is a great way to give your company some visibility! See attached sponsorship form for details.

Incentive program for 2009 season

To make sponsorship even more exciting for the swimmers and their families, we will continue the incentive program this year. Swimmers that are credited with corporate sponsorships will earn a free gift. The sponsorship gifts will be announced soon.

Sponsorship Process and Important Dates

All sponsorship checks must be turned in to Deb Migliore, Sponsorship Chair, by **June 1, 2009**. Deb's address is 28 Riddle Drive, Bedford, NH 03110.

To limit confusion, we maintain a list of companies who have been contacted on the team's website (www.bedfordswimteam.org). Letters **will automatically be** sent to last season's business sponsors. If you collect any funds directly from contributors or if you wish to contribute yourself, please notify Deb Migliore. This will ensure that you get the credit for that sponsor and it will also help to make sure that this same business is not approached again. Check the website periodically to see which businesses have already sponsored our team. To notify Sponsorship of a collected check or to earn credit for a corporate sponsor, please e-mail Deb at debbie_migliore@myfairpoint.net or call her at 714-4579.

Thank you, in advance, for helping with this important task!!

Sincerely,

Deb Migliore
2009 Sponsorship Chair
debbie_migliore@myfairpoint.net

Karyn Russell Merriman
2009 BST Board President
karynm@comcast.net