



# **NSEA Swim**

## **SPRINT FOR SWIMCLUSION**



**5K Race**

**Sponsorship Packet**

**April 24, 2021**

# Event Overview

## 5K & 1.5 mile Fun Run

- ‡ April 24, 2021
- ‡ 1.5 mile run, 8:30am
- ‡ 5K timed run, 9:00am
- ‡ Course through Northside Community
- ‡ 1<sup>st</sup> Annual Run

**Event Contact:** Brittany Witmer [brittany@nseaswim.com](mailto:brittany@nseaswim.com)

# What's in it for Me?

By becoming a sponsor for NSEA Swim Sprint for Swimclusion, you will receive many benefits. When your group contributes to this event, you are helping to prevent drowning in the community, engaging local families, and encouraging healthy lifestyles.

You are actively contributing to health equity in the Wilmington community, as well as making a difference in these families' lives.

You will receive recognition as a sponsor in the community as well as race entries for your employees to participate.



# Who is NSEA Swim?

NSEA Swim is a 501(c)3 nonprofit in Wilmington, NC, that aims to increase water safety and prevent drowning in our community. We also wish to increase multicultural, ethnic, and socioeconomic diversity in the sport of swimming with an inclusive environment at all levels of the sport. Our goal is to build a sport community where participants can work and learn together in a safe, supportive environment.

NSEA Swim's mission is one of inclusion. In 2019, we conducted 10 weeks of free swim lessons and reached 178 swimmers. Of these participants, 95 individuals became water-safe in our required four-week lesson program, and five swimmers went on to compete in at least one USA Swimming meet. We continue to provide free swim lessons at the Northside Pool.

At its inception, NSEA Swim had no minority members. Now, our team is composed of 26% minority members, many of whom receive scholarships to cover coaching, equipment, and meet fees associated with competitive swimming.

NSEA Swim brings aquatic programs to neighborhoods in the Youth Enrichment Zone and other underserved neighborhoods in Wilmington. Not only do our swim programs promote fitness, but they prevent obesity, as swim and aerobic exercise are integral components to overall wellness.

# NSea Swim Program Statistics

**Total Swimmers in program** **62** 61% female  
39% male



## Sponsored swimmers

### Types of memberships | Economic Diversity

	Male	Female	Total	
Outreach	10	18	28	39%
Year Round	10	34	44	61%
<b>Total</b>	<b>20</b>	<b>52</b>	<b>72</b>	

**39%**

**Sponsored Swimmers**



# NSea Swim Program Statistics



## Program statistics by race



**26%**  
Minority Swimmers

NSEA SWIM   
USA SWIMMING 

NSEA Swim program exceeds USA Swimming African-American swimmers by 13%

## Program statistics by disability

**4** out of 62 Swimmers have disabilities

- *Legally Blind or Visually Impaired*
- *Deaf or Hard of Hearing*
- *Physical Disability* (amputation, Cerebral Palsy, dwarfism, spinal injury, mobility impairment)
- *Cognitive Disability* such as severe learning disability or Autism



# Drowning Statistics

- Drowning is the #2 leading cause of accidental death for children under the age of 14. (CDC)
- Drowning claims the lives of approximately **3,500 people per year**, with nearly **25 percent being children under the age of 14**. The problem is particularly prevalent in ethnically diverse communities, where the drowning rate is almost three times the national average (CDC).
- Approximately **10 people drown every day** in the U.S., according to the Centers for Disease Control and Prevention (CDC).
- **African-American children drown at a rate nearly 5.5 times higher** than their Caucasian peers, as reported by the CDC.
- Drowning is a silent killer—most young children who drowned in pools were last seen in the home, had been out of sight less than five minutes, and were in the care of one or both parents at the time, according to the Present Child Drowning Study.
- 79% of children in households with income less than \$50,000 have little or no swimming ability.

# Race Venue

The race will have a course running through Wilmington's Northside neighborhood.

It will start and finish at the historic Earl Jackson pool, which is where NSEA Swim hosts its free community swim lessons. The 5k race will be a two loop course. The 1.5 mile run will be one loop.

Race will conclude with local food trucks, music, and community engagement.





# Sponsorship Opportunities

## Title Sponsor \$5000

- ✦ Your company's name included prominently in the event title
- ✦ Your company's logo, name and branding to be included on all promotional material, website, social media announcements and email blasts
- ✦ Your banner will be at the Start/Finish Line
- ✦ Your company name/logo will be on participant's shirt and race bib.
- ✦ You will receive premium booth space at the event
- ✦ You will have the opportunity to include some type of brochure, business card, or sample in all race packets and participant bags
- ✦ You will receive 12 entries for your employees to participate
- ✦ Your organization will have opportunity to thank participants and start the race, as well as present race awards



# Sponsorship Opportunities

## Presenting Sponsor - \$2500

- ✦ Your company's name included below the event title
- ✦ Your company's logo, name and branding to be included on all promotional material, website, social media announcements and email blasts.
- ✦ Your banner will be at the Start/Finish Line
- ✦ Your company name/logo will be on participant's shirt and race bib.
- ✦ You will receive premium booth space at the event
- ✦ You will have the opportunity to include some type of brochure, business card, or sample in all race packets and participant bags.
- ✦ You will receive 10 entries for your employees to participate



# Sponsorship Opportunities

## Packet Pickup Sponsor - \$1500

- ✦ Your company's logo and name to be included in event marketing material, website and social media announcements
- ✦ Your banner will be at the Start/Finish Line
- ✦ Your company's name/logo on participant's shirts
- ✦ You will receive booth space at the event
- ✦ You will have the opportunity to include some type of brochure, business card, or sample in all race packets and participant bags.
- ✦ You will receive 8 entries for your employees to participate
- ✦ Your business hosts the packet pickup the evening before the event



# Sponsorship Opportunities

## Bib Sponsor - \$1000

- ✦ Your company's logo and name to be included on all promotional material, website, social media announcements and email blasts
- ✦ Your banner will be at the Start/Finish Line
- ✦ Your company's name/logo on participant's shirts
- ✦ You will receive booth space at the event
- ✦ You will have the opportunity to include some type of brochure, business card, or sample in all race packets and participant bags.
- ✦ Your logo and a coupon will be on the race bib.
- ✦ You will receive 6 entries for your employees to participate.



# Sponsorship Opportunities

## Gold Medal Sponsor - \$1000

- ✦ Your company's logo and name to be included on all promotional material, website, social media announcements and email blasts
- ✦ Your banner will be at the Start/Finish Line
- ✦ Your company's name/logo on participant's shirts
- ✦ You will receive booth space at the event
- ✦ You will have the opportunity to include some type of brochure, business card, or sample in all race packets and participant bags.
- ✦ You will receive 6 entries for your employees to participate.



# Sponsorship Opportunities

## Silver Medal Sponsor - \$750

- ✦ Your company's logo and name to be included on all promotional material, website, social media announcements and email blasts
- ✦ Your banner will be at the Start/Finish Line
- ✦ Your company's name/logo on participant's shirts
- ✦ You will receive booth space at the event
- ✦ You will have the opportunity to include some type of brochure, business card, or sample in all race packets and participant bags.
- ✦ You will receive 5 entries for your employees to participate.



# Sponsorship Opportunities

## Bronze Medal Sponsor - \$500

- ✦ Your company's logo and name to be included in event marketing material, website and social media announcements
- ✦ Your banner will be at the Start/Finish Line
- ✦ Your company's name/logo on participant's shirts
- ✦ You will receive booth space at the event
- ✦ You will receive 4 entries for your employees to participate



# Sponsorship Opportunities

## Mile Marker Sponsor - \$500

- ✦ Your company's logo and name to be included in event marketing material, website and social media announcements
- ✦ Your banner will be at the Start/Finish Line
- ✦ Your company's name/logo on participant's shirts
- ✦ You will also receive booth space at the event
- ✦ You will have signage at a mile marker
- ✦ You will receive 4 entries for your employees to participate





# Sponsorship Opportunities

## Water Stop Sponsor - \$500

- ✦ Your company's logo and name to be included in event marketing material, website and social media announcements
- ✦ Your banner will be at the Start/Finish Line
- ✦ Your company's name/logo on participant's shirts
- ✦ You will receive booth space at the event
- ✦ You will have a banner at the only water stop on course
- ✦ You will receive 4 entries for your employees to participate



# Sponsorship Opportunities

## Retail Booth Sponsor - \$300

- ‡ Your company's logo and name to be included in event marketing material, website and social media announcements
- ‡ Your banner will be at the Start/Finish Line
- ‡ Your company's name/logo on participant's shirts
- ‡ You will receive booth space at the event
- ‡ You will receive 3 entries for your employees to participate



# Sponsorship Opportunities

## Friend of NSEA - \$150

- ‡ Your company logo will be included on the race website and social media posts.
- ‡ You will receive 2 entries for your employees to participate.



# 2021 NSEA Sprint for Swimclusion Sponsorship Form

We would like to support The NSEA Sprint for Swimclusion

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City, State & Zip: \_\_\_\_\_  
Contact's Email: \_\_\_\_\_  
Contact's Phone Number: \_\_\_\_\_  
Signature & Date: \_\_\_\_\_

## Indicate Sponsorship Level

- TITLE SPONSOR- \$5,000
- Presenting Sponsor- \$2,500
- Packet Pickup Sponsor- \$1,500
- Bib Sponsor- \$1,000
- Gold Medal Sponsor- \$1000
- Silver Medal Sponsor- \$750
- Bronze Medal Sponsor- \$500
- Mile Marker Sponsor- \$500
- Water Stop Sponsor- \$500
- Retail Booth- \$300
- Friend of NSEA- \$150

## Payment Information

Mail agreement and Payment to:

NSEA Swim

5800 Woodland Trace

Wilmington, NC. 28409

Please make checks payable to: NSEA Swim