



2025 CORPORATE SPONSOR PROGRAM

(Revised February 17, 2025)

Prospective JSL Corporate Sponsor:

The Jefferson Swim League (JSL) is a 501(c)(3) charitable organization and would like to request your company's support as an official Corporate Sponsor for the 2025 JSL Championship, which will be held on July 25th and 26th at the Brooks Family YMCA in Charlottesville.

The Jefferson Swim League began hosting a swim championship for the youth of Central Virginia in 1966. JSL is centered in Charlottesville and Albemarle County and is composed of seventeen area teams, including teams from Fluvanna, Louisa, Greene, and Culpeper Counties. Almost 2,300 youth swimmers, ages 5 to 18, swam with the JSL in 2024. The swim season begins in early June and culminates at the annual Championship competition in late July.

As an official Corporate Sponsor of the JSL, your business will have the opportunity to choose from a variety of levels, ranging from \$100 to \$10,000. The dollar amount donated (or in-kind donations thereof) designates the level of rewards for the sponsor. The more you provide to JSL, the more publicity JSL will provide for your company (see the attached sheets). Your support of JSL will likely reach over 2,300 swimmers, their parents, and the wider community.

All funds received by the JSL are used exclusively towards the operation of the league and the cost of hosting the annual championship. All members of the JSL Board of Directors and all advisors to the JSL Board are volunteers who receive no funding from the organization. Thus, 100% of the funds from our Corporate Sponsors are put back into the swimming community of Central Virginia.

We hope that you will find that the attached offerings meet within your requirements for sponsorship. I am the JSL Championship Committee Corporate Sponsor Contact and would be glad to meet with you personally to further discuss your support of the JSL.

Carrington Grossman – (585) 259-0643 or carrington.grossman@gmail.com

For those who wish to provide a food/beverage in-kind donation for the Championship Meet scheduled for the last weekend in July, you may also contact me as above:

Thank you for your consideration and support of the Jefferson Swim League!

Additionally, our Sponsors may also want to support the Ben Hair–Just Swim for Life Foundation (BH-JSL) at www.bhjsl.org. BH-JSL is a 501(c)(3) charity, separate from JSL, but supported in part by JSL. The mission of BH-JSL is to raise awareness of the need, and provide the motivation, systems, and tools to waterproof our community so that all children have basic swimming skills and are safe around water. Donations to BH-JSL offer no further advertising benefits from JSL, but are tax deductible as allowed by law. Please contact Gordon Hair (434) 960-0849 or grhair311@gmail.com



2025 CORPORATE SPONSORSHIP LEVELS

CHAMPS PRESENTING SPONSOR—\$10,000

- Corporate Name &/or Logo listed as Presenting Sponsor in all correspondence, promotion, and broadcast referring to the 2025 JSL Championships
- Corporate logo with a Direct Link to your company webpage on the jsl.org Website for 1 year
- Four Full Page Ads in JSL Champs Heat Sheet — placement on outside back cover, and other placements as available and determined by JSL
(Please provide four 8"w x 10"h VERTICAL ads)
- Space available for outside tent, maximum 12'x12', with table and chairs, all provided by Sponsor
- * One Large Banner (5' X 7' maximum) to be hung during Champs (provided by Sponsor)
Banner must be received by the YMCA at least 10 days before Champs, otherwise not hung.
- Corporate Name and/or Logo on Champs T-Shirt if received prior to printing
- Corporate Name and/or Logo on Front Cover of Champs Heat Sheet
- Logo size to be larger than all other Sponsors
- Access to Digital Heat Sheet

OLYMPIC LEVEL—\$5,000

- Corporate logo with a Direct Link to your company webpage on the jsl.org Website for 1 year
- Two Full Page Ads in JSL Champs Heat Sheet — placement in accordance with rotation schedule one of which will be inside back cover or inside front cover. Options include: inside back cover, inside front cover, divider page between Heat Sheet and Ads, or other placement as available and determined by JSL. The outside back cover will be available if not taken by a Championship Presenting Sponsor (\$10,000 level).
(Please provide two 8"w x 10"h VERTICAL ads)
- Space available for outside tent, maximum 12'x12', with table and chairs, all provided by Sponsor
- * One Large Banner (5' X 7' maximum) to be hung during Champs (provided by the Sponsor)
Banner must be received by the YMCA at least 10 days before Champs, otherwise not hung.
- Corporate Name and/or Logo on Champs T-Shirt if received prior to printing
- Corporate Name and/or Logo on Front Cover of Champs Heat Sheet
- Logo size to be larger than Platinum and lesser Sponsors
- Access to Digital Heat Sheet

PLATINUM LEVEL—\$2,500

- Corporate logo with a Direct Link to your company webpage on the jsl.org Website for 1 year
- One Full Page Ad in JSL Champs Heat Sheet — placement in accordance with rotation schedule. Options include: inside back cover, inside front cover, divider page between Heat Sheet and Ads, or other placement as available and determined by JSL.
(Please provide one 8"w x 10"h VERTICAL ad)
- Space available for outside tent, maximum 12'x12', with table and chairs, all provided by Sponsor
- * One Small Banner (3' x 5' maximum) to be hung during Champs (provided by the Sponsor)
Banner must be received by the YMCA at least 10 days before Champs, otherwise not hung.
- Corporate Name and/or Logo on Champs T-Shirt if received prior to printing
- Corporate Name and/or Logo on Front Cover of Champs Heat Sheet
- Access to Digital Heat Sheet
- * Pending YMCA approval



2025 CORPORATE SPONSORSHIP LEVELS

GOLD LEVEL—\$1,000

- Corporate logo with a Direct Link to your company webpage on the jsl.org Website for 1 year
- Full Page Ad in the JSL Champs Heat Sheet (preferred location, determined by JSL)
(Please provide one 8" w x 10" h VERTICAL ad)
- * One Small Banner (3' X 5' maximum) to be hung during Champs (provided by the Sponsor)
Banner must be received by the YMCA at least 10 days before Champs, otherwise not hung.
- Corporate Name and/or Logo on Champs T-Shirt if received prior to printing
- Corporate Name and/or Logo on Front Cover of Champs Heat Sheet
- Access to Digital Heat Sheet
- * Pending YMCA approval

2025 CHAMPS ONLY SPONSORSHIP LEVELS

CHAMPS ONLY SPONSOR - SILVER LEVEL—\$500

- Half-page Ad in the JSL Champs Heat Sheet (Location, determined by JSL)
(Please provide one 8" w x 5" h HORIZONTAL ad)

CHAMPS ONLY SPONSOR - BRONZE LEVEL—\$250

- Quarter-page Ad in the JSL Champs Heat Sheet (Location, determined by JSL)
(Please provide one 8" w x 2½" h HORIZONTAL ad OR a 4" w x 5" h VERTICAL ad)

CHAMPS ONLY ADVERTISER—\$100

- Business card size Ad in the JSL Champs Heat Sheet (Location, determined by JSL)
(Please provide one 3.5" w x 2.5" h HORIZONTAL ad)

Champs Only Sponsors must have all fees associated with their sponsorship paid in full by July 1, 2025, before being recognized as a JSL Championship Sponsor.

IN-KIND CHAMPS ONLY DONATIONS (e.g., food or beverages) will be matched to the Financial Levels stated above based on the COST BASIS.

Donations must be coordinated directly with the Championship Committee via the sign-up form. A complete list of the items, quantities, and a reasonable, clearly stated, COST BASIS of each must be submitted. If non-tangible services are donated, the estimated COST BASIS value of the service must be provided. All in-kind donations must have a completed sign-up form.

JSL is a 501(c)(3) charitable organization. A copy of our IRS certification letter is available upon request. Persons or companies making in-kind donations should consult their tax advisor to determine how these donations should be treated on their own tax filing.



RULES REGARDING JSL CORPORATE SPONSOR DETAILS

The following pertains to how official Corporate Sponsors will be recognized by the Jefferson Swim League throughout the swim season and during the JSL Swim Championships (further acknowledged as “Champs”):

Corporate Sponsors must have all fees associated with their sponsorship paid in full by July 1, 2025, before being recognized as an official JSL Corporate Sponsor.

- Corporate Sponsors will be recognized for their past sponsorship based upon the level of sponsorship previously held by the sponsor and the length of time of said sponsorship level.
- A JSL Corporate Sponsor must have provided funding at the same specified level for TWO YEARS in order to become “vested” at that level of Corporate Sponsorship.
- Once the Corporate Sponsor is vested at that funding level, they are added to a rotation for preferences for specific benefits such as the placement of ads in heat Sheet, placement of corporate logo on tee shirts, location of banners hung during Champs, placement of display tables at the facilities during Champs, order of placement on the JSL.com website, etc.
- The rotation cycle for these preferred benefits is contingent upon the number of vested sponsors at that level and the continued support by each of those corresponding sponsors annually.
- All Corporate Sponsors will be recognized as such for the period of one calendar year beginning at the start of the swim season, continuing through Champs for that particular season, and concluding at the start of the following year’s swim season.
- Failure of a Corporate Sponsor to maintain this annual level of funding will remove them as a “vested” sponsor and requires a two-year funding cycle before being reinstated in the original rotation cycle.

JSL is a 501(c)(3) charitable organization. A copy of our IRS certification letter is available upon request. Persons or companies making donations should consult their tax advisor to determine how these donations should be treated on their own tax filing.

Any questions or concerns of an official Corporate Sponsor as to their sponsorship should be directed to the JSL President.



2025 SPONSOR PROGRAM OFFICIAL SIGN-UP

NAME OF COMPANY: _____

BILLING ADDRESS: _____

CONTACT PERSON: _____

CONTACT PHONE NUMBER(S) _____

EMAIL ADDRESS _____

LEVEL OF COMMITMENT: _____

FINANCIAL CONTRIBUTION: \$ _____

T-SHIRTS TOTAL: _____ YOUTH: XS____ S____ M____ L____ XL____

ADULT: S____ M____ L____ XL____ XXL____

ADDITIONAL COMMENTS: _____

A financial statement is available upon written request from the Virginia Office of Charitable and Regulatory Programs. By signing below, the above listed company agrees to support the Jefferson Swim League for the 2025 Season with the stated financial/in-kind contribution. Likewise, with the signature of the JSL President, the Jefferson Swim League agrees to provide compensation to the sponsoring company as detailed on the attached pages.

All financial contributions are due by July 1, 2025

**Checks should be made payable to: JEFFERSON SWIM LEAGUE and mailed to:
Brian Craddock, JSL Treasurer
530 East Main St – PO Box 2057
Charlottesville, VA 22902**

**A copy of this completed form must be sent to the above address or emailed to:
bac@fplegal.com.**

SIGNATURE OF SPONSOR: _____

PRINTED NAME OF SIGNEE: _____

DATE OF SIGNATURE: _____

SIGNATURES OF: JSL PRESIDENT _____

CORPORATE SPONSOR LIAISON _____