



2022 SPONSORSHIP REQUEST

30 November 2021

Dear Friends,

Southern Delaware Women's Multisport Club (SDWMC) is a newly formed nonprofit corporation organized and operated to foster national or international amateur sports competition for women in multisport events (including, but not limited to triathlon, biathlon, duathlon, aquathlon, swim-run, off road, winter triathlon, quadrathlon, and aquabike) and their individual sport disciplines.

- SDWMC is a nonprofit corporation registered in Delaware.
- SDWMC has filed a 501(c)(3) application with the IRS.
- SDWMC is registered with USA Triathlon as a 2022 member club.
- SDWMC is the only women's-only USA Triathlon club in Delaware.

The COVID-19 pandemic has underscored the importance of being a healthy weight. "Adults with excess weight are at even greater risk during the COVID-19 pandemic".¹ The 2020 CDC Adult Obesity Prevalence Maps² state that Delaware has the sixth highest rate of obesity in the US with 36.5% of the population identified as obese. There are few sports teams/clubs for women in southern Delaware. By providing opportunities for women to engage in swimming, running, biking and multisport activities, SDWMC is inspiring the women of southern Delaware to become more active and lead a healthier lifestyle.

As of the publication of this letter, SDWMC has 48 potential club members that have joined our "Members Only" Facebook group. This has been achieved through a grassroots recruitment effort.

Southern Delaware Women's Multisport Club is seeking sponsors for our inaugural season in 2022 so that we can meet our operating costs and programming aspirations for the 2022 season. SDWMC is a volunteer-led, member-driven club and has no employees.

We have openings for marquis sponsors at a variety of contribution levels. Sponsorship forms received by February 15, 2022, will allow for the Sponsor name/logo to be included on our 2022 club T-shirts.

We are also seeking donations (cash and in kind donations, including discounts). In kind donations may include raffle items for our 2022 Kick Off Meeting (gift cards, gift baskets, athletic goods, attire, race entry, USAT membership, etc.) as well as delivery of bike maintenance clinics, swim/bike/run/tri clinics, legal services, accounting services, providing meeting space, catering a SDWMC member meeting, etc.

We thank you in advance for your support. Should you have any questions about our organization please contact us at SoDelFoxes@gmail.com.

With appreciation,

Michelle Mc Guinness
Founder & President, Southern Delaware Women's Multisport Club

¹ CDC: Obesity, Race/Ethnicity, and COVID-19 <https://www.cdc.gov/obesity/data/obesity-and-covid-19.html> (Accessed 29 November 2021).

² CDC 2020 Adult Obesity Prevalence Maps <https://www.cdc.gov/obesity/data/prevalence-maps.html> (Accessed 29 November 2021)



**SOUTHERN
DELAWARE**
WOMEN'S MULTISPORT

Southern Delaware Women's Multisport Club 2022 Sponsorship Sponsor Levels and Benefits					
	Ultra Distance	Long Distance	Standard Distance	Sprint Distance	Super Sprint Distance
	\$1000 + raffle item(s)	\$500 + raffle items(s)	\$100 + raffle item(s)	\$50 + raffle item(s)	raffle item(s) or member discount
Recognition during all membership meetings and programming events	✓	✓	✓		
Recognition on SDWMC's "Our Sponsors" webpage	Large static logo + 200 character description + link to website	Medium static logo + 200 character description + link to website	Medium scrolling logo + link to website	Name + 200 character description	Name
Recognition in SDWMC newsletters	✓	✓	✓	✓	✓
Recognition posts on Facebook and Instagram	Monthly	Quarterly	Twice a year	Upon processing of sponsorship form	Upon receipt of raffle item or discount code
Recognition on the 2022 club T shirt* (issued to all 2022 club members)	Large logo	Medium logo	Small logo	Name	
Recognition on 2022 team kits (uniform)**	Large logo with prominent placement				
Sponsor presence at kickoff meeting	✓	✓			
One complimentary SDWMC Membership for 2022	✓	✓			

* when sponsorship form is processed by 15-Feb-22

** kit (uniform) production will be based on club member interest and ability to meet vendor established minimum orders

"Our Supporters" webpage mockup is available at: <https://sdwm.club/our-sponsors>. Kindly note that the mockup is an example and is subject to change.

Southern Delaware Women's Multisport Club 2022 Sponsorship Form

Company Information	
Company Name:	
Company Address:	
Company Website:	
Company Contact Information	
Contact Name:	
Contact Title:	
Contact Email:	
Contact Phone:	
Sponsorship Information	
Sponsorship Level	<input type="checkbox"/> Ultra Distance (\$1000 + raffle item) <input type="checkbox"/> Long Distance (\$500 + raffle item) <input type="checkbox"/> Olympic Distance (\$100 + raffle item) <input type="checkbox"/> Sprint Distance (\$50 + raffle item) <input type="checkbox"/> Super Sprint (discount or raffle item)
Description of raffle item	<div style="border: 1px solid black; padding: 10px;"> <ul style="list-style-type: none"> All sponsorship fees are in USD. Only sponsorships processed by February 15, 2022, will be included on the 2022 club T-shirt *which is provided to all club members). Sponsorships fees and raffle items are nonrefundable and nonreturnable. Raffle items must be received by March 15, 2022, at the mailing address below 2022 Kickoff Meeting is anticipated to take place in March or April 2022 as a live event. The event may be transitioned to an online event if COVID-19 restrictions implemented by any government entity, USA Triathlon, or the club's Board of Directors. Make checks payable to: Southern Delaware Women's Multisport Club Credit Cards and PayPal accepted at https://paypal.me/SoDelFoxes For ACH payment (direct deposit), send this completed and signed form to SoDelFoxes@gmail.com <p>To pay by check, send this completed and signed form and the check the mailing address below.</p> <p>Mailing Address: Southern Delaware Women's Multisport Club 31607 Charley's Run Bethany Beach, DE 19930</p> </div>
Authorized Representative (Name):	
Signature:	
Date:	

THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU!