

## **SOLICITATION FOR SPONSORSHIP JIM MCDONNELL LAKE SWIM, 2024**



The Reston Masters Swim Team (RMST) is seeking sponsors for its annual Jim McDonnell Lake Swim (JMLS) open water swim event on Sunday, May 26, 2024. The event is sanctioned through US Masters Swimming.

### **OVERVIEW**

Now in its thirty-sixth year, the Jim McDonnell Lake Swim is held in picturesque Lake Audubon, in Reston, Virginia. It will be held, as is tradition, on Memorial Day weekend and will include both 1 and 2 mile races. The event registers as many as 350 participants in each of the two races. A cadre of 65 volunteers come together to put on the event, and community spectators and friends and family of the registrants also add to the event exposure. For additional information on Reston Masters Swim Team and our Jim McDonnell Lake Swim please visit our website, [www.restonmasters.com](http://www.restonmasters.com).

### **BENEFITS TO SPONSORS**

- Sponsors will have their organization name or logo included on the JMLS website and on the tee shirt that is given to all participants and volunteers.
- All sponsors may provide literature or promotional items that will be made available to the athletes on race day.
- All sponsors are vital support for this annual community event promoting and encouraging adult fitness.
- All sponsors are a vital part of our ability to donate a portion of the event proceeds to the Leukemia and Lymphoma Society in honor of our former team mate and one of the founders of the Lake Swim event, Jim McDonnell.
- All sponsors are a vital part of our ability to also donate a portion of the event proceeds to Cornerstones, a Reston-based nonprofit organization that 'promotes self-sufficiency by providing support and advocacy for those in need of food, shelter, affordable housing and more.'

### **HOW TO BECOME A SPONSOR**

Simply print and fill out the attached form. Mail it along with payment to:

JMLS

C/o Coach Frank Koval

2514 Pinoak Lane

Reston, VA 20191

Form and payment must be received by Monday, May 6

Any questions can be directed to JMLS Sponsorship Chair, Kim Brightwell, at [kmb.bright@gmail.com](mailto:kmb.bright@gmail.com).

**SPONSORSHIP FORM  
JIM MCDONNELL LAKE SWIM, 2024**

Thank you for your generous support of the Reston Masters Swim Team's Jim McDonnell Lake swim, the Leukemia and Lymphoma Society, and Cornerstones.

Reston Masters Swim Team is a local team of US Masters Swimming. We are a non-profit 501 (c) 4 organization. Tax ID 54-1669947

**CORPORATE SPONSORS**

Please choose your sponsorship level

- \_\_\_\_\_ Gold Sponsor                    \$3000    Name/logo on website, indicating sponsor level and on event tee shirt
  
- \_\_\_\_\_ Silver Sponsor                    \$1000    Name/logo on website, indicating sponsor level and on event tee shirt
  
- \_\_\_\_\_ Bronze Sponsor                    \$500     Name/logo on website, indicating sponsor level and on event tee shirt

**INDIVIDUAL SPONSORS**

- \_\_\_\_\_ Donations of any amount are welcomed!  
Minimum \$250 for name/logo on event tee shirt

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Please make payment to Reston Masters Swim Team and mail it along with this form to:

JMLS  
C/o Coach Frank Koval  
2514 Pinoak Lane  
Reston, VA 20191

**Form and payment must be received by Monday, May 6 for your organization name and logo to be printed on the event tee shirt.**

