



Participants in the 2022 Wild Bill Swim Challenge

“WILD BILL” YORZYK SWIM CHALLENGE 2023: **CHAMPIONING WATER SAFETY FOR KIDS**

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EXECUTIVE SUMMARY

The “Wild Bill” Swim Challenge honors the late Dr. William “Bill” Yorzyk, 1956 Olympic Gold Medal winner in 200-meter butterfly and advocate that it is never too late to swim, for environmental sustainability through avid outdoorsmanship.

Proceeds from the August 20, 2023 event will go to support 200 local 3rd graders get Water Safety and Basic Swim Skills. Swimming is the only sport that is a life skill!

The Event includes open water swimming challenges (3,2, and 1 mile), a paddle relay, a 400 yard fun swim, entertainment, and a community floatilla. WBS challenges experienced OW swimmers and triathletes, while supporting the needs of new OW event swimmers & para-athletes.

***The Wild Bill Swim Challenge is seeking sponsors and contributors
It costs \$200 per child to teach being their journey.***

ABOUT

The “Wild Bill” Swim Challenge honors the late Dr. William “Bill” Yorzyk, 1956 Olympic Gold Medal winner in the 200-meter butterfly who until the age of 16 did not know how to swim. That changed when he entered Springfield College and took to the pool under the coaching of Charles “Red” Silvia. With Silvia, Yorzyk created the now infamous butterfly dolphin kick which would propel him to win Olympic Gold, set 11 world records and earn a spot in the International Swimming Hall of Fame.

Yorzyk continued swimming well into his 80s and mentored others for more than 50 years. He was a staunch believer in the physical, mental and emotional benefits of swimming, a legacy he passed to his children and grandchildren.

Daughter Jennifer “Jenn” Yorzyk Triger honors her father’s legacy with the “Wild Bill” Swim Challenge. The inaugural event, held in 2022, surpassed expectations drawing more than 75 participants from around the world and raising \$3,750 to help fund a matching grant to benefit the Quacumquasit Pond Phosphorus Inactivation Project. Yorzyk and his wife Carrol moved to Lake Quacumquasit “South Pond” in East Brookfield, MA more than 30 years ago, drawn, in part, by the clear lake water perfect for swimming. The funds collected from the swim challenge will help sustain the pond’s beauty.

Proceeds from the 2023 Wild Bill Swim Challenge, scheduled for Sunday August 20, 2023, will fund swimming lessons for 200 third graders in local school districts.



Dr. William “Bill” Yorzyk
May 29, 1933-September 2, 2020

- Native of Northampton, MA
- Eagle Scout
- Springfield College graduate
- Creator of the butterfly dolphin kick
- 1956 Olympic Gold Medalist
- Captain , US Air Force Medical Corps
- Anesthesiologist
- Outdoorsman
- Lake Quacumquasit (MA) resident
- Husband, father, grandfather, mentor, coach, friend

THE CHALLENGE

The Day's Events: Something for Everyone at the Lake Quacumquasit (South) Pond public beach

- One-, Two- and Three-mile Open Water Swims
- One-mile Open Water Paddle
- 400-yard Open Water Swim
- Para swimmers included!
- Floatella Contest
- Food Trucks, Children's Activities, Music & Fun

RAMP UP ACTIVITIES:

May- August: Swim Your way to Miles! program at YMCA sponsored & run by the WBS FB group. Program designed by the ex-Tufts Men's swimming coach.

July – August: Open water Wednesdays/South Pond followed by social at Oakholm



Lake Quacumquasit "South Pond"
218-acres
32.5 feet to 72 feet deep
Located in East Brookfield/Sturbridge, MA



Xxx, the first woman to finish the xxx.



Dan Moran, right, first place swimmer in the three-miler with second-place winner Lucas Triger.

2022 RESULTS

- The first woman to finish the one-mile open swim was **Jocelyn Nokes, a veteran** from NH.
- First place in the three-mile went to Dan Moran, who swam butterfly at Springfield College, viewing videos of Bill Yorzyk swimming as part of his training. Second place went to Lucas Triger, "Wild Bill's" grandson, who at 17-years-old was the youngest overall competitor.

2022 RESULTS

- 75+ participants from across New England and NY and from as far away as San Francisco, CA and Vancouver, British Columbia.
- 10 entrants in the Vintage Bathing Beauties & Blokes competition
- 8 corporate sponsors
- 50 volunteers
- \$3,750 donated to the Quaboag Quacumquasit Lake Association to help fund a matching grant to benefit the Phosphorus Inactivation Project.
- Two-thirds of participants swam the one-mile, many for the first time in open water.
- Print and online articles in the Springfield Republican, Hampshire Gazette, Swimmers World , Swim Swam, MassLive, Spectrum News, Spencer New Leader
- Facebook/Instagram Posts & YouTube Interviews
- www.willbillswim.org

Xx people participated in thexx-mile open-water swim.

2022 MEDIA COVERAGE

Spencer New Leader

Inaugural Wild Bill Swim & Paddle Challenge to honor memory of Northampton native Bill Yorzyk



Northampton native Bill Yorzyk, who passed away in 2020, will be honored with the inaugural Wild Bill Swim & Paddle Challenge in Brookfield on Aug. 7. SUBMITTED PHOTO

For the Gazette

Published: 7/27/2022 4:03:54 PM

It's been nearly two years since Bill Yorzyk passed away, but the Northampton native legacy will live on in the form of the inaugural Wild Bill Swim & Paddle Challenge on Aug. 7.

Daily Hampshire Gazette



Wild Bill Yorzyk Swim & Paddle Challenge: Daughter of Olympic swimming gold medalist urges everyone 'just get in the water'

Updated: Jul. 31, 2022, 5:03 a.m. | Published: Jul. 31, 2022, 5:02 a.m.



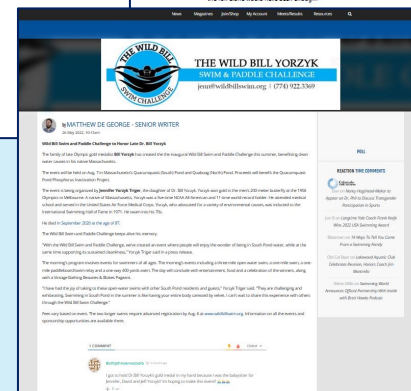
Yorzyk family set to honor their dad, olympic swimmer Dr. William Yorzyk

By Cynthia G. Simison | csimison@repub.com

The handmade cards began arriving in the spring of 2021. Little children were sharing how grateful they were to know the "cool story" about Dr. William A. Yorzyk and how they were learning to swim just like he had long ago.

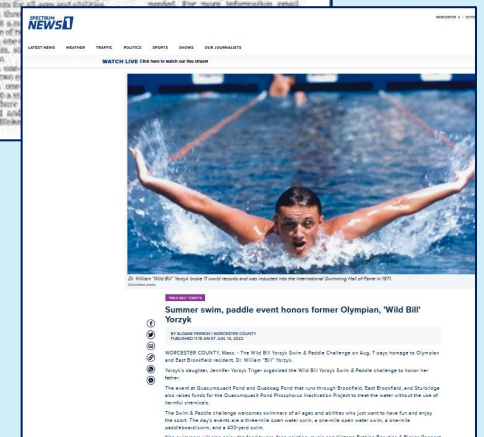
The thank-you notes were a welcome surprise to Jennifer

Springfield Republican/Mass Live



Swimming World

SwimSwam



Spectrum News



Mali Triger, swimmer, volunteer and granddaughter of Dr. Bill Yorzyk.



Carrol Yorzyk, wife of the late Dr. Bill Yorzyk, and son Jeff Yorzyk, participants in the Vintage Bathing Beauties & Blokes contest.

TARGET AUDIENCES

Sponsors

- Businesses/organizations in Spencer, the Brookfields, Sturbridge, Worcester, and across central MA
- National health and sports-oriented brands
- Swimming enthusiasts
- Health & safety organizations
- Business leaders who attended Springfield College

Event Participants

- Outdoor sports people, Swimmers, paddlers and water enthusiasts nationwide.
- Beginner & experienced open water swimmers.
- Residents from all over the US and Canada.
- US Master Swimmers
- Experienced para open water swimmers
- Area school children, teachers, parents & coaches

YOU ARE THE DREAM KEEPERS



A community event inspiring people to be more. Be healthier. Go for a dream. Train for it. Achieve it.

YOU are the antidote to their lethargy. YOU support their goals here. Where else? In their financial life? On their insurance & future security?

Swimming World

2023 CHARITABLE MISSION: TEACHING KIDS TO SWIM

Dr. Bill Yorzyk did not learn to swim until he was 16 and a freshman at Springfield College. That experience led him to become an Olympic Gold medalist and ignited a life-long passion for helping others to experience the benefits of swimming in spirit, mind, and body. Yorzyk coached and mentored young swimmers for more than 50 years. It's with that legacy in mind that the proceeds from the **2023 “Wild Bill” Swim Challenge will fund water safety swimming intro for 200 local third graders.**

DID YOU KNOW?

No child is ever water safe. The goal of swim lessons is to make children safer in, on, and around water and to build confidence, self-esteem, strength, mental and physical fitness.

2nd

For children ages 1–14, drowning is the second leading cause of unintentional injury death after motor vehicle crashes.¹

88%

Formal swimming lessons reduce the likelihood of childhood drowning by 88%.

Sources: <https://www.usaswimming.org/parents/learn-to-swim>

¹Centers for Disease Control and Prevention <http://www.cdc.gov/injury/wisqars>.



WHY 3RD GRADERS & WHY DURING THE SCHOOL DAY? WHERE?

Why third graders?

It is at this age when children can more easily avoid a fear of the water, allowing them to remain calm, support themselves in the water and get help if needed.

Why during the school day?

The biggest inhibitors to getting kids in the pool getting to the pool

- 1) Working parents often can't get them to lessons
- 2) Parental fears may create child's fears.

Professional swim instruction will provide them skills and confidence

Why at the (Southbridge) YMCA?

The YMCA has a long history of children swim protocols. They are willing to work within our budget limits as this is also their mission



COST ASSUMPTIONS

SAMPLE: WILD BILL SWIM - WATER SAFETY MISSION		COST ASSUMPTIONS							
<u>Assumptions:</u>									
# of Third Graders	200	(7 classes of ~ 30)							
Max # of Students in Bus	75								
Max # of Students in Pool	30								
Swim Teacher: Student Ratio	1:5								
Teachers Needed in Pool	6								
Lifeguard	1								
Chaperones in Bus/Pool	2								
<u>Items Needed</u>		Cost	Times Needed	Full Cost					
Cost per hour lifegaurds	\$25	\$175	4x	\$700					
Cost per swim lesson per child	\$25	\$5,000	4x	\$20,000					
Swim Goggles	\$10	\$2,000	1x	\$2,000					
Mesh bag for suit/goggles	\$8	\$1,600	1x	\$1,600					
Swim Cap	\$5	\$1,000	1x	\$1,000					
SwimSuits (varrious sizes)	\$25	\$5,000	1x	\$5,000					
Busses for Students	\$350	\$2,450	4x	\$9,800					
				\$40,100	\$200.50 <----- Cost per Student				

IN KIND SPONSORSHIP OPPORTUNITIES

- * Bus transport (\$350 per bus per day)
- * Swim & water safety lessons (~\$20/lesson/child)
- * Mesh bags for child swimmers (~\$1500)
- * Goggles for child swimmers (~\$1250)
- * Towels and/or T-shirts for event (~\$2000)
- * Towel service for child swimmers
- * Lifegaurds (~\$700)
- * WBS Swim caps for event & child swimmers (~\$1200)
- * Floats & anchors floatilla (~\$200)
- * Swim bouys (\$900)
- * On beach snow cones or pancake breakfast
- * Raffle prizes
- * Open Water Wednesday training sponsor
- * RAMP UP to 1 & 2 miles swim program sponsor at the YMCA

August 20, 2023



Dr. Bill Torzyk shares tips with son Jeff Torzyk.

WILD BILL SWIM CHALLENGE 2023: WWW.WILDBILLSWIM.ORG



ADVERTISING & PR SPONSORSHIPS

Your sponsorship will help support the “Wild Bill” Yorzyk Swim Challenge in its charitable mission and support 200 local 3rd graders introduction to swimming & water safety.

Your marketing money will go directly to the lessons, swim bags, goggles, towel service, and the transportation! In addition to event costs associated with setup, safety, equipment, promotion, and other related expenses.

In turn, your organization will be included on all signage, bouys, swag, marketing, and more, promoting your business and philanthropy to local and regional markets. ***You will be identified as the dream keepers***



SPONSORSHIP OPPORTUNITIES

							
	All About Kids Signature Sponsor (Platinum)	Luminary (Gold)	Life Saver (Silver)	Location Sponsor	Big Fish (Bronze)	Water Enthusiast	Family / Individual
Contribution Categories	\$5000 < \$10,000	\$3500 < \$5000	\$2000 < \$3500		\$1000 < \$2000	\$500 < 999	\$100 < \$499
Include your name in event title	5 yr commitment						
Name in press releases, event & marketing materials	☒						
Name &/or logo on front of event t-shirt	☒						
Prominent ad in event program	☒	☒	☒	☒			
Logo on banners, backdrop for press, signage on boats	☒	☒	☒	☒			
Logo on back of event t-shirt	☒	☒	☒	☒			
Mention in all publicity about the event	☒	☒	☒	☒			
Name &/or logo on event website	☒	☒	☒	☒	☒		
Name &/or logo in event program	☒	☒	☒	☒	☒	☒	☒
Special recognition at the event/hat	☒	☒	☒	☒	☒	☒	☒

In-kind Sponsorships are available for:

- Tents
- Buoys
- Open Water Wednesdays
- Floatilla
- Transportation for kids' swimming lessons
- And other options!

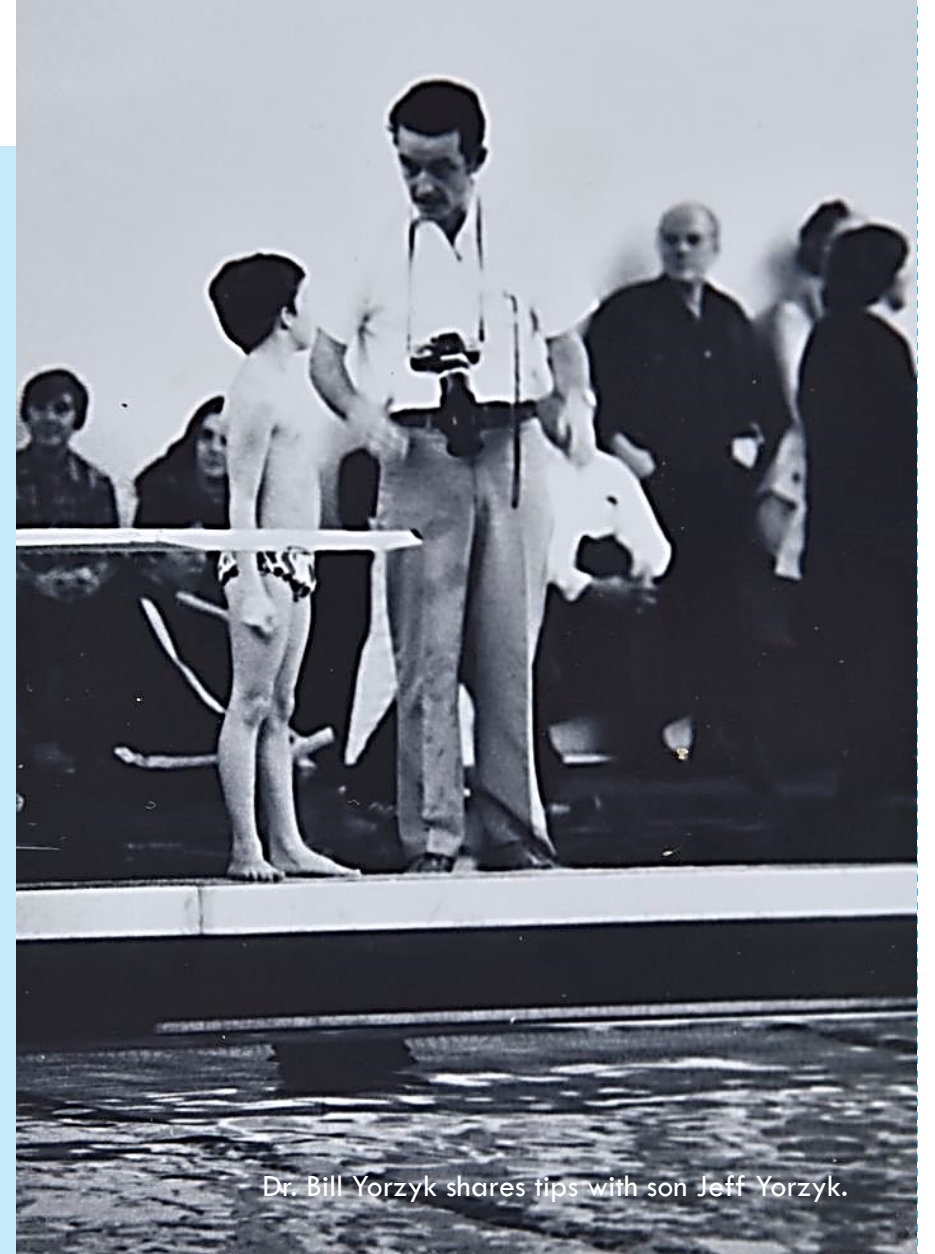
Contact:

Jenn Yorzyk Triger
Jenn@wildbillswim.org for a full list of in-kind contribution sponsorship opportunities



THANK YOU

Contact: Jenn Yorzyk Triger
jenn@wildbillswim.org
<https://wildbillswim.org/>
(774) 922-3369



Dr. Bill Yorzyk shares tips with son Jeff Yorzyk.