



## TEAM PARTNERSHIP

Dear Coach,

Congratulations on becoming part of our team! We will be sending sample magazines for free distribution to everyone on your club. On the cover of each magazine is a special Team Partnership subscription offer for \$26.95. This is a 25% Savings off our regular rate. More importantly, we will donate \$3.00 for every subscription that comes to us from your club back to USA Swimming as part of our "Support Your Sport" campaign.

The staff at *Swimming World Magazine* looks forward to working with you and your club this year. Please take some time to review the enclosed program information packet. The contents will help your team maximize the benefits associated with this partnership. We would like to suggest that you assign a staff member or a parent to collect the data and information so that we may better serve your club throughout the year.

For your convenience we are providing you with all the tools you need to forward us your news for possible editorial coverage, in addition to information about programs offered to your club. You will find samples of quarterly fundraising reports and *Swimming World Magazine* staff contact information. Additionally, enclosed are the following forms that need to be returned to us during the year:

***The following may only be submitted ONCE each season (Long Course and Short Course) during the Team Partnership year:***

- *Swimming World's* Honor Roll Nomination Form
- *Swimming World Magazine's* Fundraising Programs Registration Form
- Invitational Goodie Bag Request Form

***The following may be submitted multiple times throughout the year:***

- Speedo American Relay Press Release Template
- TYR Sport Age Group Swimmer of the Month Nomination Form
- Hasty High Pointer Nomination Form

We encourage your team to submit all nomination forms as often as you like during the Partnership year. Remember the editorial calendar always works at least two months out from the publishing date, so plan ahead. Please let me know if there are any questions you have regarding this information or how we may better serve your needs this year.

Best Regards,

A handwritten signature in black ink that reads "Brent Rute Miller".

Brent Rute Miller  
Chief Executive Officer

[BrentR@SwimmingWorldMagazine.com](mailto:BrentR@SwimmingWorldMagazine.com)

# FUNDRAISING PROGRAMS

## SWIM SHOP PROGRAM

Your club has the opportunity to participate in the SwimmingWorldMagazine.com's Swim Shop Fundraising Program where all sales within the Swim Shop on SwimmingWorldMagazine.com that come from your club's website will generate a 5% commission for your team. Sales are tracked on SwimmingWorldMagazine.com with fundraising commissions being mailed to your club quarterly. SwimmingWorldMagazine.com's Webmaster works directly with your website administrator to establish the appropriate links and tracking program.

To sign-up for this program just simply fill out the registration form for the *Swimming World Magazine* Team Fundraising Programs and fax it to 928-284-2477.

Or go to: <http://www.swimmingworldmagazine.com/swimshop/fundraisers/default.asp>

### SAMPLE SWIM SHOP COMMISSION REPORT

*Swimming World Magazine* Swim Team  
From 12/1/04 – 3/01/05

| Organization   | Gross Sales | Commission Due |
|--|-------------|----------------|
| <i>Swimming World</i> Swim Team<br>Ro Richardson<br>Swim Fast Drive<br>5136 N. 26 <sup>th</sup> Street<br>Bestville, WA 98407<br>United States<br>253-752-3561<br><a href="mailto:bigfish@clubs2.com">bigfish@clubs2.com</a> | \$1,500     | \$75.00        |

## SWIMMING WORLD MAGAZINE LINKS AND RSS FEED PROGRAM

To promote your Team Partnership Program with *Swimming World Magazine*, we recommend that you place the *Swimming World Magazine* cover graphic, with a link to a Special Team Subscription Offer for those members who join your team throughout the year. This link will also track any purchases made while visiting SwimmingWorldMagazine.com in order to earn more commission as described above.

#### Program Features:

- The Team Partner icon will be updated to match the current issue cover automatically every month through SwimmingWorldMagazine.com. Our Webmaster will provide you with the icon and code for placement on your site.
- Any member of your team can subscribe through the Team Partner link and get the team rate of \$26.95
- Keep your team informed of the late breaking news in swimming by using content from SwimmingWorldMagazine.com (including news and articles), as outlined in our SwimInfoWire RSS Feed Service. For more information on this cool service go to: <http://www.swimmingworldmagazine.com/swiminfowire>

(Your Team) is a  
*Swimming World Magazine*  
TEAM PARTNER



Click here to Subscribe, Read  
News or Shop



## FUNDRAISING AND LINKS PROGRAMS REGISTRATION FORM

Club: \_\_\_\_\_

Head Coach: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website Administrator Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Best time to contact Website Administrator during the day: \_\_\_\_\_

Team Website Address: \_\_\_\_\_

\_\_\_\_\_ Yes, we want to participate in the Swim Shop Program, where 5% of all sales generated from the club website will come back to my program. Checks for these programs are issued every quarter. Checks will be mailed to the address listed above unless we are directed otherwise.

\_\_\_\_\_ Yes, we want to participate in the Links Program, where we will place a *Swimming World Magazine* cover on our site with a link to a special team subscription offer.

\_\_\_\_\_ Yes, we want to participate in the RSS SwimInfoWire Program, where we will be able to post news and stories on our site from [SwimmingWorldMagazine.com](http://SwimmingWorldMagazine.com)'s website.

Questions regarding the team partnership program can be directed to Tee Napper at [TNapper@SwimmingWorldMagazine.com](mailto:TNapper@SwimmingWorldMagazine.com) or 800-511-3029.

**To register please fax this form to:**

**T. Napper**  
**Marketing**  
**Fax: 602-522-0744**



## SWIM MEET GOODIE BAG PROGRAM REQUEST FORM

*Swimming World Magazine* is offering Team Partners the opportunity to have goodie bags at their Swim Meets for the athletes participating. Goodie bags will include a *Swimming World Magazine* logo'd plastic bag, the current issue of *Swimming World Magazine* and promotional items and product samples from our advertisers.

Your team may request goodie bags for two meets per year, one short course and one long course. The request to participate in this program must take place at least **60 days prior** to the first meet date.

Club: \_\_\_\_\_

Head Coach: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Meet Director Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Best time to contact Meet Director during the day: \_\_\_\_\_

Team Website Address: \_\_\_\_\_

Short Course Meet Date & Name: \_\_\_\_\_

Number of Swimmers: \_\_\_\_\_

Type of Meet e.g. Age Group, Senior, Sectional, Regional, Zone etc.: \_\_\_\_\_

Long Course Meet Date & Name: \_\_\_\_\_

Number of Swimmers: \_\_\_\_\_

Type of Meet e.g. Age Group, Senior, Sectional, Regional, Zone etc.: \_\_\_\_\_

Goodie bags and contents will be shipped three weeks prior to the swim meet date. The correct ship to address will be confirmed prior to the ship date. It is the club's responsibility to construct the bags with the contents *Swimming World Magazine* provides in addition to any items the team has been able to secure locally.

General questions regarding the Team Partnership program can be directed to Tee Napper at [TNapper@SwimmingWorldMagazine.com](mailto:TNapper@SwimmingWorldMagazine.com) or 602-522-0778.

**To register please fax this form to:**

**T. Napper**  
**Marketing**  
**Fax: 602-522-0744**

## HONOR ROLL

This program is specifically designed to help you motivate your young swimmers and recognize those who demonstrate a model work ethic or outstanding leadership skills.

By simply sending us the names of four age group swimmers on your team who you feel need to be recognized for their leadership, dedication and/or achievement in the sport of swimming, we will list them in *Swimming World Magazine's* "Honor Roll". After your athlete's names appear in the magazine, each will receive an "Honor Roll" certificate.



Club: \_\_\_\_\_

Coach: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Athlete Nominations:

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

Reason for making *Swimming World Magazine's* Honor Roll (Dedication, Attendance, Work Ethic, Spirit, Sportsmanship, Leadership, etc.): \_\_\_\_\_

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

Reason for making *Swimming World Magazine's* Honor Roll (Dedication, Attendance, Work Ethic, Spirit, Sportsmanship, Leadership, etc.): \_\_\_\_\_

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

Reason for making *Swimming World Magazine's* Honor Roll (Dedication, Attendance, Work Ethic, Spirit, Sportsmanship, Leadership, etc.): \_\_\_\_\_

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

Reason for making *Swimming World Magazine's* Honor Roll (Dedication, Attendance, Work Ethic, Spirit, Sportsmanship, Leadership, etc.): \_\_\_\_\_

**If you are interested in participating in this program please fax this form to:**

**Judy Jacob**

**Fax: 602-522-0744**



# SPEEDO AMERICAN RELAY PRESS RELEASE TEMPLATE



Send us the most current news about your team so we can share it with the rest of the world! This is a chance for your special athletes to shine. Send us your club's newsletter, a press release or just fill out the form below to let us know what is happening with your club.

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

Club: \_\_\_\_\_ Phone #: \_\_\_\_\_



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Fax to: 928-284-2477 or e-mail: [JudyJ@SwimmingWorldMagazine.com](mailto:JudyJ@SwimmingWorldMagazine.com)

*Not every submission is accepted*



# TYR AGE GROUP SWIMMER OF THE MONTH NOMINATION FORM



This is a great opportunity for you to recognize those athletes who have achieved both in and out of the pool. After a swimmer is accepted as an "Age Group Swimmer of the Month" and is published in *Swimming World Magazine*, TYR Sport will send the swimmer a swimsuit, goggles and a t-shirt for their coach.

Athlete's Name: \_\_\_\_\_

Club: \_\_\_\_\_

Birthday (mm/dd/yyyy): \_\_\_\_\_ Gender: \_\_\_\_\_

Number of years in competition: \_\_\_\_\_ Swimsuit Size: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name of School/Grade: \_\_\_\_\_

Coach's Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Athlete's interests outside of swimming (scholastic, additional sports, hobbies, clubs): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Goals (swimming, educational, colleges, other):

Short Term Goals: \_\_\_\_\_

\_\_\_\_\_

Long Term Goals: \_\_\_\_\_

\_\_\_\_\_

On an additional sheet, please tell us why you believe this athlete deserves nomination. List major accomplishments such as; Top 16 rankings, finishes at Junior Olympics, YMCA Nationals, Junior Nationals and/or state & regional competitions. Also, list honors received outside of swimming such as academics, church, community service, Boy/Girl Scouts, special areas of creative talent (music, art). Additional comments from the swimmer, their coach or a teacher are also helpful.

Name of individual submitting nomination: \_\_\_\_\_

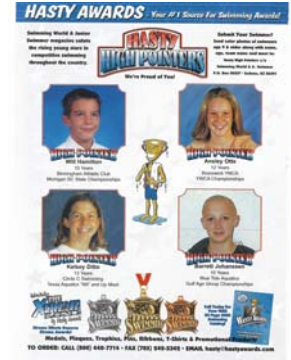
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please include a color photograph or digital photo .jpeg format, taken at the highest resolution your camera will allow (300 dpi is recommended) of athlete.**

Fax to: 928-284-2477 or e-mail: [JudyJ@SwimmingWorldMagazine.com](mailto:JudyJ@SwimmingWorldMagazine.com)



# HASTY HIGH POINTER NOMINATION FORM



Please inform us of any swimmers on your club who have won a high point trophy at recent meets. We will showcase these athletes within *Swimming World Magazine*.

Athlete's Name: \_\_\_\_\_

Club: \_\_\_\_\_ Coach's Name: \_\_\_\_\_

Birthday (mm/dd/yyyy): \_\_\_\_\_ Gender: \_\_\_\_\_ Number of years in competition: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Date of Meet: \_\_\_\_\_

Event Awards: \_\_\_\_\_

Special Accomplishments at the Meet e.g. Time Standards for another meet, Top 16 Swims etc.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name of individual submitting nomination: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please include a color photograph or digital photo .jpeg format, taken at the highest resolution your camera will allow (300 dpi is recommended) of athlete.**

Fax to: 928-284-2477 or e-mail: [JudyJ@SwimmingWorldMagazine.com](mailto:JudyJ@SwimmingWorldMagazine.com)



## EDITORIAL & TEAM PARTNERSHIP CONTACTS

| Contact                                 | Area(s) Responsible For   | Contact Information   |
|---|---|---|
| Toni Napper<br>Marketing/Advertising    | Team Partnership<br>Goodie Bags<br>Advertising  | 602-522-0778<br>fax: 602-522-0744<br><a href="mailto:TNapper@SwimmingWorldMagazine.com">TNapper@SwimmingWorldMagazine.com</a> |
| Bobbi Culliver                          | Swim Shop   | 602-522-0778<br>fax: 602-522-0744<br><a href="mailto:BobbiC@SwimmingWorldMagazine.com">BobbiC@SwimmingWorldMagazine.com</a>   |
| Judy Jacob<br>Circulation and Editorial | Awards Voucher<br>Hasty High Pointers<br>Honor Roll<br>Meet Calendar<br>Meet Results<br>Photographs<br>Speedo American Relay<br>Team Fundraising Programs<br>TYR Swimmer of the Month | 928-284-4005<br>fax: 928-284-2477<br><a href="mailto:JudyJ@SwimmingWorldMagazine.com">JudyJ@SwimmingWorldMagazine.com</a>     |
| Jason Marsteller<br>Manager Editor      |   | 602-522-0778<br>fax: 602-522-0744<br><a href="mailto:JasonM@SwimmingWorldMagazine.com">JasonM@SwimmingWorldMagazine.com</a>   |
| Bob Ingram<br>Senior Editor             |   | 928-284-4005<br>fax: 928-284-2477<br><a href="mailto:BobI@SwimmingWorldMagazine.com">BobI@SwimmingWorldMagazine.com</a>       |
| Press Releases                          |   | fax: 602-522-0744<br><a href="mailto:newsmaster@SwimInfoWire.com">newsmaster@SwimInfoWire.com</a>                             |
| Webmaster                               |   | <a href="mailto:WebMaster@SwimmingWorldMagazine.com">WebMaster@SwimmingWorldMagazine.com</a>                                  |