

# SPONSORSHIP KIT 2017

## APPLE PALOOZA 2017 — 5TH ANNUAL FUNDRAISER — LITITZ PA INTRODUCTION

Be a part of an exciting fundraiser that is geared towards raising money for Lancaster County swimmers. The event is coordinated by the John Apple Swim Fund—the only organization in Lancaster that focuses solely on raising funds for local swimmers. Our Swim Fund was established in 2013 and we've already had the opportunity to award two scholarships. Now is your chance to get involved! By becoming an event sponsor, you'll be helping us raise money so we can continue to award scholarships for many years to come. Let's work together and make a difference in our young swimmers' lives!

### JOHN APPLE SWIM FUND

The John Apple Swim Fund is an all-volunteer non-profit 501(c)(3) organization. All donations are tax deductible. 100% of every dollar goes directly to the expenses of meeting our mission.

#### CONTACT

Address: 487 Letort Road, Millersville PA  
Contact: Mindy Ascosi, Event Coordinator  
Phone: 717-917-9004  
Email: [mindy@johnappleswimfund.org](mailto:mindy@johnappleswimfund.org)

### MISSION

The John Apple Swim Fund encourages Lancaster County swimmers to pursue their dreams by awarding scholarships to those in need of financial support.

### OVERVIEW

Becoming a successful swimmer demands more than just talent. Dedication, hard work, and a desire to excel are also required. In addition, financial support may be needed to advance to the next level. Athletes who can make the commitment to swim year round must bear the costs for team membership, training, apparel, equipment, meet fees and travel. Motivated swimmers who do not have the resources to continue in the sport should not be left behind. The goal of the John Apple Swim Fund is to create opportunities for Lancaster County swimmers to pursue their dreams.

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## EVENT DETAILS

**Date:** Saturday, June 10, 2017

**Timeline:** 3:00pm to 9:00pm

**Location:** Woodridge Swim Club — 50 West 7th Street, Lititz, PA

**Attendance:** 300+

**Admission:** \$5 / person

### ACTIVITIES INCLUDED

- Family relays
- Kid crafts and games
- Moonlight swim
- Scholarship award presentation
- Raffle prizes
- Live music and DJ

### ATTENDEES

Apple Palooza is a fundraiser for all ages. We encourage people to bring their entire family.

### FOOD & BEVERAGES

Food and drinks are not included with admission to the event and will need to be purchased separately. Woodridge Swim Club will have their snackbar available and there will also be at least one or two food trucks present throughout the day. In addition, we will be offering a beer garden for attendees of an appropriate age.

### LEVELS OF SPONSORSHIP

#### Gold—\$500

- Admission for 4
- Media Recognition
- Logo on JASF website
- 1/2 page ad in program
- Logo on flyers
- Logo included on event banner

#### Silver—\$250

- Admission for 2
- Media Recognition
- Logo on JASF website
- Company name listed in program
- Logo included on event banner

# APPLE PALOOZA 2017 — 5TH ANNUAL FUNDRAISER — LITITZ PA SPONSORSHIP APPLICATION

Submit this form along with a check made payable to “John Apple Swim Fund” to the address below.

## SELECT SPONSORSHIP LEVEL

\$500 Gold

\$250 Silver

## CONTACT INFORMATION

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

Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

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

**Please return completed form by June 1, 2017**

Mindy Ascosi, Event Coordinator  
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717-917-9004