



TEAM PARTNERSHIP

Dear Coach or Team Representative,

Thank you for considering becoming a Swimming World Team Partner! Once you become a Team Partner, your team will qualify for our best Premium Subscription rate of \$26.95 per family and qualify for a 5% fundraising commission of products purchased at SwimmingWorld.com. Some teams may qualify for a \$3.00 per family awards voucher and discounts (up to 100%) on the costs to stream your event on SwimmingWorld.TV.

We offer two Partnership Levels: **Standard and Elite**. A Standard Partnership allows each team family the **OPTION** to purchase a discounted Premium Subscription. The Elite Partnership **REQUIRES** the team to purchase a discounted Premium Subscriptions for each family in return for an award's voucher and a discount on SwimmingWorld.TV streaming of your next event. Both partnerships provide event goodie bags, fundraising commission and editorial support.

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 our partners. Enclosed are the following forms that need to be returned to us during the year:

The Following may be requested one time per year:

- Free Premium Online Subscription Registration for All Members (\$30.00 Value)
- SwimmingWorld.TV streaming of an approved event

The following may only be submitted during the Partnership year:

- Invitational Goodie Bag Requests (2 per year for Elite; 1 per year for Standard)
- Meet Advertising Support Requests (2 per year for Elite; 1 per year for Standard)

The following may be submitted multiple times throughout the year:

- American Relay Editorial Press Releases
- TYR Sport Age Group Swimmer of the Month Nominations
- Hasty High Pointer Nominations

We would like to 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, appearing to read "Brent Rutemiller", written in a cursive style.

Brent Rutemiller – CEO, Publisher

BrentR@SwimmingWorldMagazine.com



AWARDS VOUCHER PROGRAM

As a *Swimming World Magazine* elite team, your club will receive a \$3 credit for every *Swimming World Magazine* subscription generated through your club. This awards voucher will be issued at the completion of one Elite Team Partnership year, is not valid to clubs who cancel their subscriptions before one full year of participation in the program and must be used within one year of being issued.

We are proud to announce that the following companies have agreed to participate in the *Swimming World Magazine* Awards Voucher Program:

Hasty Awards	www.hastyawards.com	800-448-7714
Maxwell Medals & Awards	www.maxmedals.com	800-331-1383

The participating companies will receive the appropriate contact information from your club so they can work with you on your award needs.

How To Use Your Awards Voucher

1. Contact the awards company of your choice and let them know you are a *Swimming World Magazine* Elite club and that you would like to redeem your voucher and place an order.
2. Mail your Official Awards Voucher to the company along with any additional money you might owe for your order.
3. The awards company will then forward *Swimming World Magazine* your voucher for payment.
4. *Swimming World Magazine* will issue a new voucher to your club if there is a credit remaining following the order.

SAMPLE AWARDS VOUCHER



May present this voucher in the amount of \$_____ as partial or full payment toward the purchase of awards ordered through participating suppliers.

Signed: _____

Voucher #: _____ Date Issued: _____ Expiration Date: _____

TEAM PARTNER BENEFITS

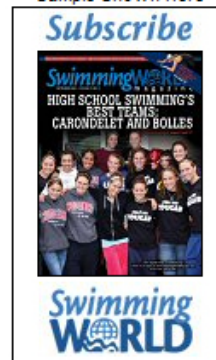
TEAM PARTNER FUNDRAISING ICON ON YOUR SITE

To promote your Elite Team Partnership Program with *Swimming World Magazine*, we require that you place on your website the *Swimming World Magazine* cover graphic Icon with a link to a Special Team Offer. This information will be sent to you as soon as you register your team. The link that we send you will be unique to your team and will also track any purchases made by your team members in order to earn more commission as described below.

Program Features:

- The Team Partner Icon (pictured to the right) will be automatically updated each month to feature the current magazine cover. When you register your team, we will e-mail your webmaster the icon and code for placement on your site.
- Any member of your team not on the original \$26.95 roster can still subscribe through the Team Partner link, which is still discounted from the current price of \$39.95.

Sample Shown Here



FUNDRAISING PROGRAM

Program Feature:

- When you become a *Swimming World Magazine* Team Partner, your club is automatically assigned a reseller ID that tracks visitors that come from your site to ours. This information will be included in the icon link that we send when you register as a team partner. The link contains a reseller ID that is unique to your team. It will track any purchases made by your team members in order to earn more commission. If any of those visitors purchase a product from our swim shop, you will automatically receive a 5% commission on the purchase. Commissions are usually mailed to your club quarterly.

RSS NEWS FEED

Program Feature:

- Keep your team informed of late breaking news in swimming by using content from SwimmingWorldMagazine.com on your site (It updates itself automatically). For more information on this cool service go to:
<http://www.swimmingworldmagazine.com/swiminforewire>

Swimming World Magazine News

- [Jessica Long Nominated for Sportswoman of the Year Award](#) PHOENIX, Arizona, August 23. ONE of the top Paralympic swimmers in history, Jessica Long is among the nominees for the Women's Sports Foundation's Sportswoman of the Year Award. Long is one 10 women v...
- [Scanning the Swimming Scene](#) By John Lohn ASTON, Pennsylvania, August 22. NOW that the Pan Pacific Championships have concluded, the countdown to next year's World Championships in Melbourne will begin. So, it seems fitting to...
- [United States Sweeps Gold, Silver in Pan Pacs Open Water Event](#) VICTORIA, British Columbia, Aug. 21. TEAM USA completed an amazing run during the 2006 Mutual of Omaha Pan Pacific Championships on Monday with top-two sweeps in both open water 10-kilometer events. ...
- [NCAA Swimming and Diving Committee Report](#) INDIANAPOLIS, Aug. 21. THE NCAA men's and women's swimming and diving committees made some changes to last-chance meets during their recent annual meetings, while the Division III committee considered...
- [Russell May Be Banned Again](#) PHOENIX, Ariz., Aug. 21. THE Cecil Russell saga continues to gain momentum according to another report by Randy Starkman of the Toronto Star earlier this week. After breaking the news that Russell ma...
- [Benner Named Head Coach at Mecklenburg Aquatics](#) HUNTERSVILLE, N.C., Aug. 21. JAY Benner has been named the head coach of the Mecklenburg Aquatic Club on Sunday. Benner heads to North Carolina from the Tacoma Swim Club, a USA Swimming Gold Medal Cl...



STREAMING RATE CARD*

Package A: 4 Day Meet - Three Person Live Stream: Starts at \$7,500

(Four Days of Prelim & Final Combinations Based on 2 Sessions per Day)

- 3-4 Camera Angles
- Live Stream
- Event-by-Event On-Demand
- Live Sponsor Transitions Between Races and/or Events
- Unlimited Sponsor Commercials Built into Live Stream Timeline
- Play-by-Play Announcers
- Integration with Real Time Results to Assist Scheduled Viewing
- Video feed to Video Board When Available

Package B: 4 Day Meet – Two Person Live Stream: Starts at \$4,500

(Four Days of Prelim & Final Combinations Based on 2 Sessions per Day)

- 1 Camera Angle
- Live Stream
- Event-by-Event On-Demand
- Announce Sponsorship Liners
- Play-by-Play Announcers
- Integration with Real Time Results to Assist Scheduled Viewing

Package C: 3 Day Meet – Two Person Live Stream: Starts at \$3,500

(Three Days of Prelim & Final Combinations Based on 2 Sessions per Day)

- 1 Camera Angle
- Live Stream
- Event-by-Event On-Demand
- Announce Sponsorship Liners
- Play-by-Play Announcers
- Integration with Real Time Results to Assist Scheduled Viewing

*** DISCOUNTS ARE PROVIDED FOR ELITE TEAM PARTNERS**

Service Provided by Host: Host will allow for SWTV signage to be posted at event, ad in program and the distribution of promotional material during the event driving people to watch stream. Host will provide volunteer labor to help with the streaming on an as-needed basis. Needs will be discussed and agreed upon prior to final commitment.

Service Provided by Swimming World: SwimmingWorld.TV will provide expert commentary on all final session races, streaming of the live event to a designated website, races on demand archived on SwimmingWorld.TV and designated website, DVD sales of races, meet results, and interviews of athletes who break records and winning coaches.

Swimming World Promotion: Swimming World will promote event before, during and after on SwimmingWorldMagazine.com and SwimmingWorld.TV

For More Information:

E-mail: Partnership@SwimmingWorldMagazine.com **Call** 602-522-0778



MEET ADVERTISING SUPPORT REQUEST FORM

Your club's Partnership with *Swimming World Magazine* entitles you to the following benefits (2 per year for Elite; 1 per year for Standard):

- A SwimmingWorld.TV presence (See Streaming Events)
- A 1/12th page advertisement in *Swimming World Magazine* to publicize the event. Digital artwork required.
- Swim Meet will be posted in *Swimming World Magazine's* Meet Calendar section.
- Swim Meet Flyer and entry forms will be available for downloading from SwimmingWorldMagazine.com.
- Swim Meet will have its results and an article publicized on SwimmingWorldMagazine.com.

In order to take advantage of these benefits you need to fill out and return the following information. This information will allow us to better serve you and make sure your swim meet is within all of our promotion mediums. Please make sure this form is turned into us at least four to six months prior to your meet to take advantage of the calendar and advertising elements of this offer. Please refer to the enclosed editorial calendar for publication due dates.

Meet Name: _____

Meet Level (A, AA etc.): _____

Meet Date: _____

City: _____ State: _____ Meet Information Contact Phone Number: _____

Host Club: _____

Meet Director Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Team/Meet Website Address: _____

_____ Yes, I will provide a Meet Entry Form to be posted on SwimmingWorldMagazine.com as a downloadable document. *Please note: PDF format is preferred.*

_____ Yes, I want my meet listed in the meet calendar on SwimmingWorldMagazine.com and within *Swimming World Magazine*

_____ Yes, I would like a 1/12th page ad within *Swimming World Magazine*. Please see the following page for mechanical requirements.

_____ Yes, I would like to have my meet results posted on SwimmingWorldMagazine.com

_____ Yes, I would like some one to contact me about a SwimmingWorld.TV presence or promotion of our event.

Please fax this form to: Partnerships

Fax: 602-522-0744



ADVERTISING DESIGN SPECS

COMPUTER DISK SPECIFICATIONS FOR SUBMISSION OF ART WORK

Provided Media Formatted For Macintosh Computers: Floppy Disk, ZIP Disk, JAZ Disk or CD

Pre-Requisite Checklist For Submission:

- All Support Files included (eps, TIFF, etc.) (Please make sure all Illustrator files are saved as eps files; All Freehand files must be exported as eps files.)
- FONTS - Please send both Screen and Printer Fonts!
- Trapping - Please check that all overlapping colors have traps built in. (Please check Quark files - especially type with drop shadows)
- Please include Laser Proofs with EVERY job.

Specifications:

- Black/white
- Ad Size Requirements: 2 3/16" x 2 1/8"

Computer Application Program(s) Used On This Submission:

- Adobe Illustrator
- Quark Xpress (Most Preferred)
- Aldus Freehand
- PDF

How To Reach Us:

Sports Publications International

Attn: Partnership Advertising

Phone: 800-511-3029

Fax: 602-522-0744

Partnership@SwimmingWorldMagazine.com

Mailing Address:

90 Bell Rock Plaza, Suite 200

Sedona, AZ 86351

Export Results to SwimmingWorldMagazine.com From HY-TEK Meet Software – Live Results

Swimming World Magazine has a web site designed to receive HY-TEK's results directly from MEET MANAGER using MM's built in FTP engine. This requires a live Internet connection on the MM computer. Typically you would export the results at the end of each day or after each session.

To export your meet results from within MM, open the meet you want to upload and from the Main Menu, click **File / Export / Results for Swimming World Magazine Web Site** and the following menu appears:

Steps for uploading

- Make sure you have an Internet connection.
- Select what you want to include in the Results, such as Records and Time Standards. Spec Pts can be selected instead of Time Standards in case you want to show FINA points or Hy-Tek Points.
- Verify that the Class of the meet is correct. This is important because the web site has these Class Titles sorted into different sections so that you can easily find just High School meets, for example.
- The location, state (or province), and country are required. If the meet setup has USS for the ID Format, you must also enter the LSC where the meet was held.
- Click Upload and MM will create html files for each event and upload them in the same format used by Real-Time results.

Notes

- Results will always include cumulative and subtracted splits.
- Scratches and No Shows will not be listed.
- Up to 4 relay names will always be listed for relays.
- The creation of the result files may take several minutes if you have a large meet.
- To see the results, go to http://www.swimmingworldmagazine.com/results/Hy-Tek_search.asp. From this search page, you can find your meet by entering the date of your meet and the class.

Export Menu

From the Main Menu of MM, click **File / Export** and the following list appears. The **Swimming World Magazine Web Site** choice is at the bottom of the list.



SWIM MEET GOODIE BAG PROGRAM REQUEST FORM

Swimming World Magazine is offering 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, an issue of *Swimming World Magazine* and any available promotional items and product samples from our advertisers that may occasionally be available.

(2 per request per year for Elite; 1 per year for Standard). 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 Elite Team Partnership program can be directed to Partnership@SwimmingWorldMagazine.com or call 602-522-0778.

To register please fax this form to:

Partnership

Fax: 602-522-0744



AMERICAN RELAY EDITORIAL 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 #: _____



Fax to: 928-284-2477 or e-mail: 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 success 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: _____

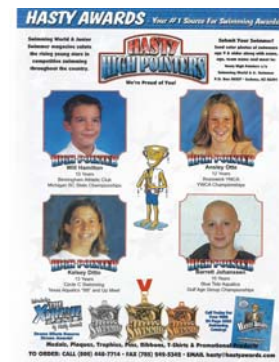
Please include a color photograph or digital photo .jpeg format, taken at the highest resolution your camera will allow (300 dpi is recommended) of athlete.

Fax to: 928-284-2744 or e-mail: 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* quarterly.



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 e-mail: JudyJ@SwimmingWorldMagazine.com