

Information for swimmers and parents

2020



Two teams can win cinema tickets or a trip to a bowling alley!

- The team that raises the most money overall via sponsorship wins.

- The team that raises the highest amount per swimmer, wins.

- Additional prizes will be awarded to individual swimmers from each team who raise the highest amount.

The event will be for all swimmers: **G1, GS1, G2, G3, G4 and MS2.**

Date: Saturday 14 June 2020

Time: 15:00 to 19:00

2020 sponsorswim event at Kildeskovshallen Saturday 14 June 2020 from 15:00 to 19:00

All swimmers from the following teams: G1, GS1, G2, G3, G4 and MS2 will participate in the sponsorswim event. In the April to June period they will approach possible sponsors and obtain sponsorships from businesses in Gentofte Municipality.

Why seek sponsorships?

Gentofte Swimming Club (GSK) will be holding a sponsorswim event this year like in previous years. The money raised will be used to support the club and the activities for swimmers.

The sponsorship money is an important part of the overall income of the club. It subsidizes the costs for the swimmers and maintains a high level of swimming activities in the club.

Hence it is important that you make an effort to increase sponsorships for the club. Therefore it is mandatory for all to participate in the event.



By participating in the sponsorswim event, you also stand to benefit from it individually. The individual swimmer will retain 35% of the obtained sponsorship money. For example, if you obtain sponsorships worth 1000 DKK then you will retain 350 DKK in your individual account. The individual account can be used to pay for training tours and weekends, swimming competitions abroad and other events at the club. The money can also be used to buy equipment such as swim caps, drinking bottles, swim goggles and towels, which can be purchased from the club website. The money will be retained by the club if you should leave the club. The money cannot be used to pay the club dues.

What does the sponsorswim event consist of?

The sponsorswim event is held in a relay format with participants across the squads with the goal being to make the event more festive than competitive. Portraits of individual swimmers will be taken by a professional photographer during the event.

On the conclusion of the event the prizes will be awarded to the winning teams and individuals.

What does it cost to sponsor?

Individual sponsors can commit to sponsor a fixed amount from 100 DKK and up.

What does your sponsor get out of it?

First and foremost, they will be contributing to a good cause in supporting activities of young athletes.

In addition to that:

- The sponsors' names along with sponsored amount will be mentioned on the GSK homepage
- The sponsors who support with amounts more than 1000 DKK can display their logo on the GSK homepage
- All the sponsors will be listed in an advertisement in the local newspaper, Villabyerne
- The sponsors' names will be announced many times during the exhibition over the Public-Address system
- **It is possible for the sponsors to distribute flyers or other commercial material during the exhibition**

How do I find sponsors?

If this is your first time participating in this event, the following suggestions can be used to find sponsors:

- Network from parents, families and friends.
- Approach local businesses, shops and companies. You can use social media such as Facebook as a help, but direct approach is of course the best.

Your parents and family members are welcome to sponsor you directly.

It is recommended that the youngest swimmers approach the sponsors along with their parents.

When meeting prospective sponsors it is recommended that you wear your club t-shirt. In your own words tell them:

1. Who you are
2. Where are you from
3. How the sponsorswim works
4. Where does the money go to
5. What do they get out of sponsoring you

The sponsorswim event photographs

This year's event photographs will be taken by Jens Rosenfeldt. The group photographs and the photographs of the individual swimmers will be published in the local newspaper, Villabyerne, along with the names of all the sponsors. More information on how to purchase individual pictures will follow.

Contract (Sponsorkontrakt)

It is important that you fill out a contract with the sponsor. It is recommended that you read the sponsorswim information prior to approaching prospective sponsors and make sure that the sponsor also reads it. You should try to get them to sign the contract immediately if they are willing to sponsor. If they need time to think arrange for a specific time to meet again. Make sure you have an extra contract with you in the follow-up meeting in case the previous contract was misplaced.

The contract should be filled out clearly with the name of the sponsor's company and address along with the contact person. It is important that the contract be signed physically and stamped if possible.

Invoicing (Faktura)

On signing the sponsorship agreement, you should deliver an invoice directly to the sponsor. In the invoice, you must write the invoice number, which consists of your team, your name and a sequence number for the invoice. For example, if you are in the G3 team and your name is Ida Hansen and this is your first invoice, you should fill out the invoice number as G3/Ida Hansen/001. The second invoice will increment the running number by 1 e.g. G3/IdaHansen/002. It is important to fill out the invoice number properly as it is used to identify the payment and subsequent processing.

Along with this introduction you will get:

- Introduction brochures for sponsors
- Contracts and invoices for sponsors

Delivering contracts:

You should immediately send in the signed contracts via the post box in the club office or by scanning and e-mailing it to sponsor@gentofteswim.dk. All contracts should be handed in latest by 12:30 on the 14th of June 2020. If you require more contracts or introduction brochures you can get them from your trainers or from the club homepage. The money will be transferred to the individual swimmers' accounts only after the payment is received from the sponsors.

If you have any further questions please contact the club at sponsor@gentofteswim.dk.