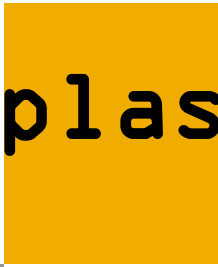
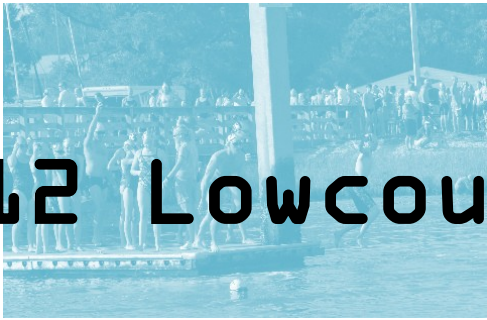


# 2012 Lowcountry Splash



2.4 Mile Open Water Swim



GET UNDER  
iT



Be a  
Sponsor



May 19th, 2012



Join the  
Fun &  
Make a  
Difference





## INTRODUCTION

The Lowcountry Splash is quickly becoming South Carolina's premier open water swim. The Splash began as an idea of creating a unique open-water swimming event in the Charleston area. The original goal was to have the swim go across the Charleston Harbor from Patriots Point to the Charleston Peninsula. With too many logistical nightmares, the race founders decided to make a go of the race at Trophy Lakes, a ski lake on Johns Island. After four successful years at Trophy Lakes, there was still a longing for something more challenging. The Splash moved to the Charleston Harbor in 2001.

The event is now a 2.4 Mile Open water swim along the Mount Pleasant shoreline, swimming under the Cooper River Bridge and finishing at the Charleston Harbor Marina and Resorts in front of the USS Yorktown at Patriots Point. In 2002, the event was recognized as a winner of the Charleston Metro Sports Council sporting achievements. The Splash continues to grow in popularity attracting swimmers from 31 states and 5 countries.

Proceeds from the Splash benefit the Logan Rutledge Children's Foundation, a local not-for-profit organization promoting the health and welfare of children in the Lowcountry. The foundation was established in May of 2002 in memory of Logan Jennings Rutledge (7/30/02-08/26/02). Since its beginning, the foundation has supported the Neonatal Intensive Care Unit at the Medical University of South Carolina(MUSC) and has made numerous contributions to assist individual children in need. **We have raised close to \$137,000 for the Logan Foundation through the Splash over the past 10 years.**

Swimmers of all levels participate in the Splash: triathletes, recreational lap swimmers and competitive age groups. The Race starts at Hobcaw Yacht club, travels along the Mount Pleasant shoreline, passes under the Cooper River Bridge and finishes at the Marina at the USS Yorktown.

The Lowcountry Splash  
1324 Crown Reach  
Mount Pleasant, SC 29466

The Lowcountry Splash  
[www.lowcountrysplash.com](http://www.lowcountrysplash.com)

Contact: Mark Rutledge  
Phone: 843-884-7880 Fax: 843-884-6635  
Email: [mrutledge@rcctherapy.com](mailto:mrutledge@rcctherapy.com)





## BENEFITS OF SPONSORSHIP

- Increased Sales
- Reach over 600 Expected Race Participants
- Enhanced Community Exposure
- Nationwide Exposure
- Product Sampling
- Outreach to New Markets
- Bring Families Hope and Support During Their Times of Need

## LEVELS OF SPONSORSHIP

- Corporate Sponsor
- Champion Sponsors
- Elite Sponsors
- Major Sponsors
- Donor Sponsors





## SPONSORSHIP BENEFITS

### SALES PROMOTION

The Lowcountry Splash is celebrating its 11<sup>th</sup> year and has grown to its near-maximum capacity of 750 swimmers.

The Lowcountry Splash is an opportunity for your company to reach a concentrated mass of your target audience in one weekend. A sponsorship will surely generate in-store and online traffic and help promote your product.

### PRINTED MATERIALS

Sponsors of the Lowcountry Splash will receive sponsorship credit on all printed and advertising materials such as drawstring sacks, applications, pamphlets, and brochures.

### MEDIA RELATIONS

The Lowcountry Splash is quickly growing into one of the premier open-water swimming events in the Southeast and is covered by local and regional media, and growing towards nationwide media attention as well.

### ON-SITE PROMOTION

The Lowcountry Splash offers sponsors the opportunity to set up on-site exhibits to promote their company.

Possible On-Site Promotional Ideas:

- Sales
- Signage
- Merchandise Giveaways
- Product Sampling

For information, call Swim Director Mark Rutledge at 843-884-7880.





## Corporate Sponsor

- Exclusive presenting name for the race (e.g. The 2011 “Your Company” Lowcountry Splash)
- Name and logo will appear on event advertising including any radio or television spots
- Premium website prominence, company logo and link to your company including company profile
- A Representative will have an opportunity to say a few words at the awards ceremony
- Sponsorship includes the opportunity to have a table or booth display at the awards ceremony
- Eight (8) free participant registrations
- Your company name and logo will be placed prominently on the Front of the T-shirt and any printed material
- Recognition will be given on the Lowcountry Splash website and at the race

### 1 Corporate Sponsor

This Sponsorship Opportunity can be created through a combination of monetary and product donation of \$10,000.

*\*All Sponsorship levels may provide literature or promotional items to be included in the race packets*





## Champion Sponsor

- Five (5) free participant registrations
- Name and logo will appear on the event advertising including any radio or television spots
- Sponsorship includes the opportunity to have a table or booth display at the awards ceremony
- Your company name and logo will be placed prominently on the back of the race T-shirt and any printed material
- Recognition will be given on the Lowcountry Splash Website and at the race

### 2 Champion Sponsors

This sponsorship can be created through a combination of monetary or product of \$5,000

*\*All Sponsorship levels may provide literature or promotional items to be included in the race packets*





## **Elite Sponsor**

- Three (3) free participant registrations
- Sponsorship includes the opportunity to have a table or booth display at the awards ceremony
- Your company name and logo will be placed on the back of the race T-shirt and any printed material
- Recognition will be given on the Lowcountry Splash website and at the race

### **5 Elite Sponsors**

This sponsorship can be created through a combination of monetary or product of \$2,500

*\*All Sponsorship levels may provide literature or promotional items to be included in the race packets*





## Major Sponsor

- One (1) free participant registration
- Your company name and logo will be placed on the back of the race T-shirt and any printed material
- Recognition will be given on the Lowcountry Splash website and at the race

### 10 Majors Sponsors

This sponsorship can be created through a combination of monetary or product of \$1,000

*\*All Sponsorship levels may provide literature or promotional items to be included in the race packets*





## Donor Sponsor

- Recognition will be given on the Lowcountry Splash website and at the race

### Donor Sponsor

This sponsorship can be created through a combination of monetary or product of any amount less than \$1,000

*\*All Sponsorship levels may provide literature or promotional items to be included in the race packets*





# Sponsorship Agreement 2012 Lowcountry Splash

This agreement is made by and between the Lowcountry Splash, put on by the Logan Rutledge Children’s Foundation, a South Carolina not-for-profit corporation (hereinafter referred to as “Lowcountry Splash”) and \_\_\_\_\_(hereinafter referred to as “Sponsor”) and dated this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

The Lowcountry Splash agrees to provide the following services and privileges to the Sponsor as outlined in the sponsorship prospectus:

- Corporate Sponsor
- Champion Sponsor
- Elite Sponsor
- Major Sponsor
- Donor Sponsor

Other terms mutually agreed upon: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsor shall pay to the Lowcountry Splash the sum of \$ \_\_\_\_\_, which sum is due and payable within 15 days of this contract or by \_\_\_\_\_.

If the Sponsor is donating product, the delivery date will be \_\_\_\_\_.

**Lowcountry Splash Signature**

By: \_\_\_\_\_

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

Witnesses:

\_\_\_\_\_  
\_\_\_\_\_

**Sponsor Signature**

By: \_\_\_\_\_

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

Witnesses:

\_\_\_\_\_  
\_\_\_\_\_





## Contact Information 2012 Lowcountry Splash

Fill out and submit with your sponsorship agreement to the Lowcountry Splash.

Contact Information:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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

Please email your company logo to [gbanks@rcctherapy.com](mailto:gbanks@rcctherapy.com) so it can be posted on our website and used for promotional products.

