

Dear Prospective Sponsor:

We are excited to offer you the opportunity to become a valuable sponsor of the 14th Annual 24 mile Tampa Bay Marathon Swim, to be held on Saturday, April 23rd, 2011. This is the longest race sanctioned by United States Masters Swimming, and has become a premier open water event, attracting participants from all over the world. As a part of the "American Triple Crown of Marathon Swimming", this is an internationally known event that kicks off the marathon swimming circuit each season.

This 24 mile ultra-distance race starts at the Sunshine Skyway Bridge and ends on the Courtney Campbell Causeway in a race that covers the entire length of the Tampa Bay. The event is held each year to celebrate earth day and the revitalization of Florida's largest estuary.

We have 3 levels of Sponsorship currently available:

\$5000 Exclusive Title Sponsor (limited to 1)

- Your company assumes naming rights to the event: "The 14th Annual (your company name) Tampa Bay Marathon
- Your logo on customized 3' x 5' flags on flown at the starting line, finish line, and on each escort boat on race day
- Your logo on the entire back of the T-Shirt provided to all participants, volunteers, staff, and for sale to public
- Your logo on the goodie bags provided to event staff and competitors
- Your advertisement and/or sample in all goodie bags provided to event staff and competitors
- Your logo on any and all additional marketing items used for this event
- Your logo on all plaques awarded to the finishers of the swim
- Event T-Shirt for up to 36 of your staff members
- Opportunity to be the exclusive vendor at the event safety meeting, starting line and finish line

\$1000 Presenting Sponsor (limited to 5)

- Your logo (large) on the back of the T-Shirt provided to all participants, volunteers, staff, and for sale to public
- Your advertisement and/or sample in all goodie bags provided to event staff and competitors
- Your logo on any and all additional marketing items used for this event
- Event T-Shirt for up to 12 of your staff members
- Opportunity to be a vendor at the event safety meeting, starting line and finish line

\$250 Sponsor

- Your logo (medium) on the back of the T-Shirt provided to all participants, volunteers, staff, and for sale to public
- Your advertisement and/or sample in all goodie bags provided to event staff and competitors
- Your logo on any and all additional marketing items used for this event
- Event T-Shirt for up to 6 of your staff members
- Opportunity to be a vendor at the event safety meeting, starting line and finish line

Your kind cooperation to our efforts will help us to achieve our goal of hosting a successful and safe event. Your check may be made payable to the Distance Matters, Inc. You will be proud of being a valuable sponsor of our event on April 23rd.

Ron Collins, the Race Director, has been a Clearwater resident for over 23 years. A former member of the Clearwater Beach Patrol, he was the first to swim the length of the Tampa Bay in April, 1998. He also successfully completed the 28 mile Manhattan Island Marathon Swim in June, 2002, and the 22 mile English Channel in September 2004.

Sincerely,

Rebecca Collins
The 24 Mile Tampa Bay Marathon Swim
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