



Dear Business Owner,

My name is David Lampieri and I am on the board of directors for Rock Spring Swim Club, located off of Red Pump Road in Bel Air. We are a family oriented swim club that prides ourselves on providing our members with a friendly, clean and affordable means of summer entertainment. We have up to 475 family memberships each summer and we typically have well over 500 guests because we also have a swim team that hosts 4 meets a summer.

I am writing to you to inform you of a **business sponsor program** that we are introducing at our pool this year. As a swim club we are faced with rising wages due to the increase in minimum wage. We are trying to keep membership cost as low as possible, so the board decided to try a program this year which will allow some of our local businesses an opportunity to advertise their business all summer long at a reasonable cost.

We have 2 opportunities for you to participate. Our **first opportunity** is our **gold business sponsorship**. We are offering a minimum number of sponsorship banners to be placed on our basketball fence that is seen as you drive into our club. These professionally made banners will be **6' by 4'** in size and will be in color and full view of every member and guest as they drive into our facility on a daily basis. **The cost for this option is \$250**. These banners will hang up starting on opening day which is Saturday, May 26th and remain hanging up to the last day which is Monday, September 4th. You will be able to design your own banner and hopefully see an increase in sales as a result of your decision to support Rock Spring.

The **second opportunity** is our **platinum sponsorship program**. This is limited to 3 businesses as these will be placed on our 3 pavilion areas throughout our pool. When a member wants to reserve a party they will reserve the pavilion with your business name on it. These banners will be slightly larger and will be in full view of our members while inside the pool. **The cost for this sponsorship will be \$500**. The banner size will be **8' by 4'**.

As a business owner I know you are constantly looking at ways to make your business stronger and more profitable. For pennies a day, you can advertise your business all summer long at Rock Spring. Thank you for your time and please contact Dave Lampieri at 443-528-4157, or email social@gmail.com, if you are interested in being one of our sponsors. I will answer any of your questions and will help you get started making a difference in your own business.

Keep in mind there are *limited sponsorships available* so don't delay. I look forward to working with you this summer. Thank you for taking the opportunity to consider this as a marketing tool for your business to grow.

Sincerely,

David Lampieri
Board of Director-Social Committee

<p><i>Business Sponsor Program</i> Gold Business Sponsorship: \$250 - 6' x 4' sign Platinum Sponsorship: \$500 - 8' x 4' banner</p>
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ROCK SPRING SWIM CLUB - 454 RED PUMP ROAD - BEL AIR, MD, 21014 - 410-879-3641