



STANDARD TEAM PARTNERSHIP

Dear Coach or Team Representative,

Thank you for considering becoming a Standard Team Partner! Once you become an Standard Team Partner and place a *Swimming World* Icon on the home page of your website, every family on your team will be able to subscribe to *Swimming World Magazine* at the discounted PREMIUM rate of **\$26.95 per family**. The team will also enjoy a 5% fundraising commission on products purchased at SwimmingWorld.com through the home page icon in addition to discounts (up to 100%) on the costs to stream your next event on www.SwimmingWorld.TV. We will be sending sample magazines for free distribution to everyone on your club after you complete your [Online Registration](#).

The staff at *Swimming World Magazine* looks forward to working with you and your club. Please take time to review the enclosed program information packet **including information about SwimmingWorld.TV streaming your next event**. The contents will help your team maximize the benefits associated with this partnership.

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 your club. Additionally, enclosed are the following forms that need to be returned to us during the year:

The following may only be submitted ONCE each season (Long Course and Short Course) during the Team Partnership year:

- Free one month Premium Online Subscription Registration for **ALL** Members (\$30.00 Value)
- *Swimming World Magazine's* Fundraising Programs Registration Form
- Invitational Goodie Bag Request Form

The following may be submitted multiple times throughout the year:

- American Relay Press Release Template
- TYR Sport Age Group Swimmer of the Month Nomination Form
- Hasty High Pointer Nomination Form

We 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
Chief Executive Officer-Publisher
BrentR@SwimmingWorldMagazine.com

FUNDRAISING PROGRAMS

SWIM SHOP PROGRAM

Your club has the opportunity to participate in the SwimmingWorldMagazine.com's Swim Shop Fundraising Program where all sales within the Swim Shop on SwimmingWorldMagazine.com that come from your club's website will generate a 5% commission for your team. Sales are tracked on SwimmingWorldMagazine.com with fundraising commissions being mailed to your club quarterly. SwimmingWorldMagazine.com's Webmaster works directly with your website administrator to establish the appropriate links and tracking program.

To sign-up for this program just simply fill out the registration form for the *Swimming World Magazine* Team Fundraising Programs and fax it to 928-284-2477.

Or go to: <http://www.swimmingworldmagazine.com/swimshop/fundraisers/default.asp>

SAMPLE SWIM SHOP COMMISSION REPORT

Swimming World Magazine Swim Team
From 12/1/00 – 3/01/10

Organization	Gross Sales	Commission Due
<i>Swimming World</i> Swim Team Ro Richardson Swim Fast Drive 5136 N. 26 th Street Bestville, WA 98407 United States 253-752-3561 bigfish@clubs2.com	\$1,500	\$75.00

SWIMMING WORLD MAGAZINE LINKS AND RSS FEED PROGRAM

To promote your Team Partnership Program with *Swimming World Magazine*, we recommend that you place the *Swimming World Magazine* cover graphic, with a link to a Special Team Subscription Offer for those members who join your team throughout the year. This link will also track any purchases made while visiting SwimmingWorldMagazine.com in order to earn more commission as described above.

Program Features:

- The Team Partner icon will be updated to match the current issue cover automatically every month through SwimmingWorldMagazine.com. Our Webmaster will provide you with the icon and code for placement on your site.
- Any member of your team can subscribe through the Team Partner link and get the team rate of \$26.95
- Keep your team informed of the late breaking news in swimming by using content from SwimmingWorldMagazine.com (including news and articles), as outlined in our SwimInfoWire RSS Feed Service. For more information on this cool service go to: <http://www.swimmingworldmagazine.com/swiminfowire>

(Your Team) is a
Swimming World Magazine
TEAM PARTNER



Click here to Subscribe, Read
News or Shop



FUNDRAISING AND LINKS PROGRAMS REGISTRATION FORM

Club: _____

Head Coach: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Website Administrator Name: _____

Phone: _____ E-mail: _____

Best time to contact Website Administrator during the day: _____

Team Website Address: _____

_____ Yes, we want to participate in the Swim Shop Program, where 5% of all sales generated from the club website will come back to my program. Checks for these programs are issued every quarter. Checks will be mailed to the address listed above unless we are directed otherwise.

_____ Yes, we want to participate in the Links Program, where we will place a *Swimming World Magazine* cover on our site with a link to a special team subscription offer.

_____ Yes, we want to participate in the RSS SwimInfoWire Program, where we will be able to post news and stories on our site from SwimmingWorldMagazine.com's website.

Questions regarding the team partnership program can be directed to: Advertising@SwimmingWorldMagazine.com
800-511-3029.

To register please fax this form to:

Marketing
Fax: 602-522-0744

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.

Results for Team Manager or SWIMS
Entries for SWIMS Times Recon
Entry Fees for Business Manager (.CL2)
Entries for Meet Manager Merge of same meet (.HY3)
Advancers (.Hy3)
Results for Meet Manager Merge of same meet (.HY3)
Athletes / Teams / Email (.HY3)
Entries for Diving Only
Records
Time Standards
Events for TM
Start Lists for Scoreboard
USA-S Registration
Convert a Hy-Tek Export CL2 File to SDIF
Generic Data in MS Access
Results for Swimming World Magazine Web Site



STREAMING RATE CARD*

CALL ABOUT PRICING

Package A: 4 Day Meet - Three Person Live Stream:

(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:

(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:

(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

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: Advertising@SwimmingWorldMagazine.com

Call 602-522-0778



SWIM MEET GOODIE BAG PROGRAM REQUEST FORM

Swimming World Magazine is offering Team Partners the opportunity to have goodie bags at their Swim Meets for the participating athletes. Goodie bags will include a *Swimming World Magazine* logo'd plastic bag, the current issue of *Swimming World Magazine* and (if available) promotional items and product samples from our advertisers.

Standard Team Partners may request goodie bags for one meet per year. 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/Long Course Meet Date & Name: _____

Number of Swimmers: _____

Type of Meet e.g. Age Group, Senior, Sectional, Regional, Zone etc.: _____

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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 Team Partnership program can be directed to Advertising@SwimmingWorldMagazine.com 602-522-0778.

To register please fax this form to:

Fax: 602-522-0744



AMERICAN RELAY 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 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: _____

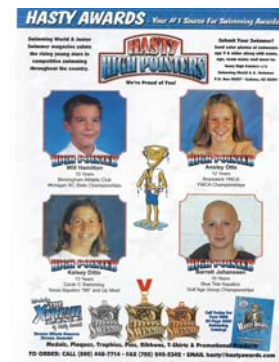
Please include a color photograph or digital photo .jpeg format, taken at the highest resolution your camera will allow (300 dpi is recommended) of athlete.

Fax to: 928-284-2477 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*.



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 or e-mail: JudyJ@SwimmingWorldMagazine.com