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## Greetings!

Drowning is a global epidemic claiming the lives of **hundreds of thousands** of people each year, a majority of which are children belonging to minority and low-income populations traditionally underserved in the aquatics community.

This April 20 – 22<sup>nd</sup> at the Miami Marriott Biscayne Bay, we're bringing together the most extensive community of diverse and passionate aquatic experts, professionals, athletes, and enthusiasts in the country to empower and advance proven water safety and sports programming to change this reality for Americans and at-risk communities worldwide for the sixth consecutive year.

Your financial support and sponsorship at our convention, Action Ignited, will directly contribute to our continued efforts as well as cement your place as a strategic and authentic leader among change-agents wanting to make a real difference.

This year, our tenth since founding, we're offering a chance to have long-lasting engagement and acknowledgment as a partner with Diversity in Aquatics at our convention and beyond.

Please have a look at the numerous ways you can join us in our mission!

Sincerely,

A stylized, handwritten signature in black ink that reads "Diversity in Aquatics". The signature is fluid and cursive, with the words "Diversity" and "Aquatics" being more prominent than "in".



WHY DIVERSITY IN AQUATICS?



When you support the Diversity in Aquatics Convention, your organization is taking an active part in reducing drowning rates in underrepresented communities by empowering the individuals and organizations who are already making a difference in their communities.

## IMPACT

Your dollars go directly to enhancing program innovation and quality, and contribute to the certification and education of tomorrow's aquatic leaders, professionals, and even elite athletes.

## AUTHENTICITY

Supporting our convention is an investment in an authentic and proven community of diverse professionals, athletes, coaches, and enthusiasts who are the pulse of the movement to make their communities, states, and countries safer and healthier.

## REACH

Your partnership with convention means a connection to the thousands of Diversity in Aquatics members worldwide, the hundreds of thousands of community members we connect with, and the millions of lives we change.

## PRESENTING SPONSOR (1) \$20k

- ★ Acknowledgement on convention website as presenting sponsor
- ★ Acknowledgement on keynote presentation as presenting sponsor
- ★ Acknowledgement on convention materials as presenting sponsor
  
- ★ Premier logo placement on convention step-and-repeat
- ★ Prominent logo placement through 2018 on organization website
- ★ Premier logo placement during awards dinner
  
- ★ Specialized announcement during Tread-a-thon
- ★ Specialized announcement during awards dinner
- ★ "Presented by" mentions on all convention social media
  
- ★ 5 convention tickets and 5 tickets to awards dinner
- ★ Opportunity to provide branded giveaways to all attendees



P A C K A G E S

## TITLE SPONSOR (3)

\$10k

- ★ Acknowledgement on convention website as title sponsor
- ★ Prominent logo placement on convention materials
- ★ Prominent logo placement through 2018 on organization website
  
- ★ Mention during keynote presentation
- ★ Mentioned during Tread-a-thon
- ★ Mention during Awards dinner
  
- ★ 6 social media mentions during convention marketing on Facebook
- ★ 3 convention tickets and 3 tickets to awards dinner
- ★ Opportunity to provide branded giveaways to all attendees



P A C K A G E S

## SUPPORTING SPONSOR (10) \$5k

- ★ Acknowledgement on convention website as supporting sponsor
- ★ Logo placement on convention materials
- ★ Mention during awards dinner
  
- ★ 2 social media mentions during convention marketing on Facebook
- ★ 2 convention tickets and 2 tickets to awards dinner
- ★ Opportunity to provide branded giveaways to all attendees

## SUPPORT US TODAY!

To sponsor the 2018 Diversity in Aquatics Convention, please contact Director of Branding and Communication Rhonda Marable at (760) 920-2346 or send us an email with your desired sponsorship level and organization/individual name to [info@diversityinaquatics.com](mailto:info@diversityinaquatics.com)

### DON'T SEE A PACKAGE RIGHT FOR YOU?

Contact Rhonda to talk about customized engagement or donate to Diversity in Aquatics by [clicking this link!](#)