



# SHORT & TWEET

If a team with 200 swimmers loses 15, it equates to at least \$20,000 in lost revenue for the year





**ELLEN LUCEY**  
Marketing Consultant





# The 411 on Sponsorships

Learning the Best Way to Approach a Company About Opportunities They Didn't Know Existed

#SWIMBIZ



## Who is Ellen Lucey?



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# What is sponsorship?





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Don't believe you have to travel far and wide to discover opportunities. The best opportunities will always be found in your own back yard, and not half way around the world in someone else's backyard. You have to look for them, however.

Ernie J Zelinski



#SWIMBIZ





Think  
**BIG**

Start  
Small



#SWIMBIZ





#SWIMBIZ