



Dear MICSA Friends:

Detroit Golf Club is in the final planning stages of hosting the 2017 Michigan Inter-Club Swimming Association (MICSA) Swim Finals, “The Showdown in Motown” and is excited to host this much anticipated and time honored tradition from July 28-30. The event brings together more than 1,400 swimmers, ages 5-18 from 14 private clubs in southeast Michigan. MICSA is the oldest swim association in the country, showcasing a spirit of camaraderie for its’ many young athletes, families and friends in the sport of competitive swimming and reinforces the importance of sportsmanship. As a founding Club of MICSA, its return to the Detroit Golf Club at this exciting time in Detroit is apropos. This year’s theme “Showdown in Motown” will be exactly that, a great show for all to witness in the D.

WHAT IS MICSA:

Michigan Inter-Club Swimming Association (MICSA) was formed in 1940 as a result of interest in competitive summer swimming by several Detroit area clubs. MICSA is the oldest swim association in the country consisting of 14 private clubs from all over Southeast Michigan. MICSA promotes exceptional sportsmanship and competition and provides a significant physical, social and emotional benefit for all kids competing in our many swimming events.

DGC is thrilled to host the 78th MICSA Finals taking place over three days - July 28, 29 & 30th, an event that will host more than 5,000 people - families, swimmers, lifeguards, coaches, volunteers and MICSA officials.

SPONSORSHIP OPPORTUNITIES:

The success of the event is largely due to the contributions of generous sponsors who have gone above and beyond to provide financial support for the benefit of the youth in this community. Every year the money raised has been used to host the MICSA Swimming Finals. This non-profit event requires the support of family, friends, volunteers, community leaders, and corporate sponsors to ensure success. To that end, we ask that you consider sponsorship for the 2017 MICSA Finals supporting young athletes in 14 communities across Wayne and Oakland counties.

For more information on the 2017 MICSA Finals please go to micsaswim.com. Please contact one of us for information and to secure your sponsorship. On behalf of the Detroit Golf Club, it’s membership, staff and the DGC MICSA Finals Committee, we thank you for considering this prestigious event for sponsorship and look forward to your response.

Sincerely,

Tiffany Douglas
tslemd@comcast.net

Co-Chair
2017 MICSA Sponsorship & Advertising

Lane Coleman
lanec@strikegroup.com

Co-Chair



78TH ANNUAL MICSA SWIM FINALS FRIDAY, JULY 28 - SUNDAY, JULY 30, 2017

As a sponsor, your organization will receive exposure from media campaigns and promotions for the 3-day event. You will also gain exposure to an anticipated audience of 5,000 greater Detroit Spectators through signage, banners, program advertising, web sites, public address announcements and other event materials. As a company dedicated to the support of community causes we welcome you as an ideal partner for this venture.

We have several package options for sponsorship. You can choose how you would like to partner to help support the kids from your local community and participate in a fun and competitive event.

TITLE SPONSOR - \$25,000

- Exclusive product display on Detroit Golf Club grounds for this 3-day event
- Opportunity to distribute pre-approved company collateral at the event
- Exclusive Title Sponsor signage at DGC clubhouse for 3-Day event
- "Sponsored by" company logo on front cover of official MICSA Program Book (distribution is approx. 1,000)
- Logo inclusion on website inside program as Title Sponsor
- Logo on all Heat Sheets for 3-day event (distribution is approx. 4,000)
- Company logo on official volunteer shirts
- Logo included on MICSA Website home page w/a live link
- Recognition as Title Sponsor in Opening Ceremony and Welcome Remarks
- Minimum of nine (9) live-read mentions during Finals event (3 per day)
- 4 VIP Tiered Tickets: 2 VIP Parking Passes, 4 Heat Sheets (each day) and 2 Official Programs
- 2 Foursomes* of golf on the Historic Donald Ross Course at Detroit Golf Club, including lunch for 8
- Use of Mill River Program for any goods purchased at DGC Pro Shop*

PLATINUM SPONSOR - \$15,000

- Full-page color ad on back cover of official MICSA Program Book (distribution is approx. 1,000)
- Logo on all Heat Sheets for 3-day event (distribution is approx. 4,000)
- Prominent pool side signage for Finals 3-day event provided by DGC
- Logo included on MICSA website home page with a live link
- Minimum of six (6) live-read mentions during Finals event (2 per day)
- 4 VIP Tiered Tickets, 2 VIP Parking Passes, 4 Heat Sheets, 2 Official Programs Books
- 1 Foursomes* of Golf on the historic Donald Ross Course at Detroit Golf Club, including lunch for 4
- Use of Mill River Program for any goods purchased at DGC Pro Shop*

GOLD SPONSOR - \$10,000

- Full-page color ad on inside back cover of official MICSA Program Book (distribution is approx. 1,000)
- Logo on all Heat Sheets for 3-day event (distribution is approximately 4,000)
- Prominent pool side signage for 3-Day Event provided by Detroit Golf Club
- Logo included on MICSA website home page with a live link
- Minimum of five (5) live-read mentions throughout Finals event (2 per day)
- 2 VIP Tiered Tickets, 2 VIP Parking Passes, 4 Heat Sheets (each day) and 1 Official Program Book
- 1 Foursomes* of Golf on the Historic Donald Ross Course at Detroit Golf Club
- Use of Mill River Program for any goods purchased at DGC Pro Shop*



78TH ANNUAL MICSA SWIM FINALS FRIDAY, JULY 28 - SUNDAY, JULY 30, 2017

VIP SPONSOR - \$7,500

- Full-page color ad on inside front cover of official MICSA Program Book (distribution is approx. 1,000)
- Prominent banner display at VIP section (provided by Detroit Golf Club)
- Logo included on MICSA website home page with a live link
- Company logo on ID's/Tickets for VIP Guests
- Company logo on VIP menu and opportunity for product display
- Three (3) live-read mentions during the during Finals event (1 per day)
- 4 VIP Tickets, 2 VIP Parking Passes, 4 Heat Sheets (each day) and 2 Official Program books
- Use of Mill River Program for any goods purchased at DGC Pro Shop*

LOUNGE SPONSOR - \$6,500

- Full-page color ad in official MICSA Program Book (distribution is approximately 1,000)
- Prominent Banner on VIP Section (provided by Detroit Golf Club)
- Logo included on MICSA website home page with a live link
- Company logo on ID's/Tickets for VIP Guests
- Three (3) live-read mentions during the during Finals event (1 per day)
- 4 Lounge Tickets, 2 VIP Parking Passes, 4 Heat Sheets (each day) and 2 Official Program books
- Use of Mill River Program for any goods purchased at DGC Pro Shop*

SILVER SPONSOR - \$ 5,000

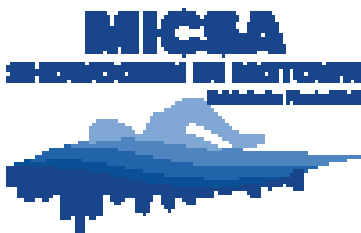
- Half-page color ad in official MICSA Program Book (distribution is approximately 1,000)
- Logo included on MICSA website home page with a live link
- Pool side signage for 3-Day Event, provided by Detroit Golf Club
- Logo on all Heat Sheets for 3-day event (distribution is approximately 4,000)
- Minimum of two (2) live-read mentions during Finals Weekend
- 2 Tiered VIP Tickets, 1 VIP Parking Passes, 2 Heat Sheets (each day) and 2 Programs
- Use of Mill River Program for any goods purchased at DGC Pro Shop*

BRONZE SPONSOR - \$2,500

- Quarter-Page color ad in official MICSA Program Book (distribution is approximately 1,000)
- Logo included on MICSA website home page with a live link
- Pool side signage for 3-Day Event, provided by Detroit Golf Club
- 2 Stadium seat passes, 1 General Parking Pass, 1 Heat Sheet (each day) and 1 Program
- Logo on Heat Sheet for three day event
- Use of Mill River Program for any goods purchased at DGC Pro Shop*

LANE SPONSOR - \$1,000

- Logo on Front of Flag
- Logo included on MICSA website home page with a live link
- Eighth-Page Ad Placement in Finals Meet Program
- 2 Stadium Seat Passes, 1 General Parking Pass, 1 Heat Sheet (each day) and 1 Program



78TH ANNUAL MICSA SWIM FINALS FRIDAY, JULY 28 - SUNDAY, JULY 30, 2017

*Tee times are based on availability by calling DGC Pro Shop one week in advance. Golfers are permitted to eat in the dining room or patio on the day of golf. Complimentary Mill River pricing available in the Pro Shop on the day of arranged tee times and throughout the Finals weekend.

PARTICIPATING MICSA CLUBS:

Birmingham Athletic Club
Country Club of Detroit
Dearborn Country Club
Detroit Golf Club
Detroit Yacht Club
Edgewood Country Club
Great Oaks Country Club

Grosse Isle Golf and Country Club
Grosse Point Yacht Club
Lochmoor Club
Oakland Hill Country Club
Plum Hollow Country Club
Red Run Golf Club
Western Golf and Country Club