



FAIRVIEW SWIM & TENNIS CLUB

707 Belvedere Boulevard
Charlottesville, VA 22901

January 21, 2024

Dear Corporate Partners,

As we celebrate our 61st year, we are thrilled to extend an invitation to you to become or remain a valued sponsor of the Fairview Swim & Tennis Club for the upcoming 2024 season. Your support will not only be a testament to your commitment to community engagement but also position your brand as a champion within our vibrant Fairview community. **As a member-owned 501(c)(7) organization, we rely on the generosity of businesses and individuals like you to enhance the quality of our club and ensure its long-term enjoyment for our members who come from many neighborhoods within the larger Charlottesville area (and beyond!).**

Over the past year, we invested over \$450,000 in crucial repairs and improvements, including the replastering and repair of our pool, replacing and upgrading our plumbing and chemical control systems, renovating our locker rooms, fully repainting our clubhouse, and securing professional pool management services.

We also focused on bringing our membership together by organizing numerous social events including Food Truck Fridays, Trivia Nights, Movie Nights, and our annual 4th of July party. Moreover, throughout the summer we hosted several swim team and dive club meets, junior tennis camp, and the annual Belvedere neighborhood party, bringing over one thousand people total from our larger communities to our Club last year.

To showcase our appreciation for our sponsors, we revamped our online presence during 2023, including a redesigned website, a new app, consistent social media presence, and an online check-in system, all featuring prominent visibility for our valued Club Sponsors. Please see our attached Sponsorship brochure for more details along with our new Fairview website: www.FairviewClub.org and www.FairviewClub.org/sponsors

Finally, last summer we introduced the Family Sponsorship option that includes all of the benefits of a corporate sponsorship along with a Full Family Membership to Fairview. We received overwhelmingly positive feedback from our Family Sponsors as there is no better way to network and build awareness of their brand than by being a part of our Fairview community.

The 2024 summer season promises to be another exciting and fun-filled season, making it an ideal opportunity for your brand to be recognized and celebrated. Please review our sponsorship opportunities below and communicate your sponsorship level to Erika Gennari, Fundraising Chair (ErikaGennari@gmail.com). You have the option to pay by check by completing the attached form or by credit card through our website. Communication of your intent to sponsor is appreciated by **April 1, 2024** to prepare for our summer advertising.

On behalf of the Fairview Swim & Tennis Club, thank you, in advance, for your consideration and generosity.

Sincerely,

Meg Perdue, President, Fairview Board of Director

2024 Fairview Sponsorship Levels

	Gold \$600	Platinum \$1,100	Seahorse Supporter \$2,200	Family Sponsor \$2,600
Recognition on club website, app, and email communications: Your logo and link to your Website	x	x	x	x
Feature on our social media channels		x	x	x
Name and Logo on the Fairview Swim Team T-shirt	Name Only	Medium Name or Logo	Large Name or Logo	x
Large 3'x3' banner displayed prominently on Fairview Club fence at entrance		x	x	x

Support the Fairview Swim & Tennis Club at the following level:

- ☐ \$2,600 Family Sponsor
- ☐ \$2,200 Seahorse Supporter
- ☐ \$1,100 Platinum Sponsor
- ☐ \$600 Gold Sponsor

Please provide the following information	
Business Name:	
Business Website:	
Business Logo	Please send JPEG or GIF of the company name/ logo to erikagennari@gmail.com by April 1, 2024.
Contact Name:	
Phone:	
Email:	

Check Payment:

Please make checks payable to Fairview Swim & Tennis Club

Drop off or Mail to: Treasurer, Fairview Swim & Tennis Club, 707 Belvedere Blvd, 22901

Credit Card Payment:

www.FairviewClub.org/sponsors

Please note that there is a 3% fee associated with sponsoring by credit card. Our Club would greatly appreciate it if your corporation helped us out by adding all or a portion of this fee to your sponsorship amount.