



MIDNIGHT MADNESS

Fundraising in the Moonlight

Dear Nadador Athletes and Families,

The Mission Viejo Nadadores are excited to announce the 2023 Midnight Madness, our only ALL-TEAM FUNDRAISING EVENT!

What is Midnight Madness? Midnight Madness is an all-team event marking the culmination of our Swim and Dive-a-thons on **Saturday, June 10, 2023**. **All of our swimmers and divers will gather to complete their laps/dives to earn their pledges for Swim/Dive-a-thon.**

MVN invites you to make a family night of it! Enjoy our **dinner** and **beer garden**, **play lawn games**, and bid on the Coach Experiences in the **Silent Auction**. Let's have a great time as only Nadadores know how to do!

Why do we need to fundraise? MVN is a world-class team with world-class coaches and facilities. Our goal is to continue to provide athlete opportunities by building the best training environment possible. This year our **goal is \$150,000** (about \$300 per athlete) to purchase 50-meter pool covers, upgraded audio speakers and new diving board blocks. Previous fundraising efforts have furnished new dryland equipment for both swim and dive, new weight room resources, video analysis equipment for divers, and soon to be installed grandstands for the diving well. All of these resources support the continued growth and success of our teams.

How can you help?

- 1. Consider being a sponsor:** On the following page you will find all the ways, big and small, you or your business can sponsor our event. Everything from adopting a lane or diving board, to advertising to underwriting prizes. There is something for everyone and just reach out to us with questions!
- 2. Talk up our event to the community:** Do you have a coffee shop you frequent? A favorite pizza place? Do you love your family's orthodontist? All of these folks can be sponsors. If you need more information please reach out and we can supply a sponsorship package to help you approach these places. This is amazing, targeted marketing.
- 3. Support your Nadador in gathering pledges:** In late May we will open our pledge period. Help your athlete create a video asking family and friends for pledges. Post on your social media. Direct family and friends to our pledge site. There will be fun group competitions and prizes as well as individual incentives.
- 4. Join our team:** We will need "day-of" volunteers and have many opportunities to help leading up to the event. You can complete some of your volunteer hours with this event.
- 5. Come to Midnight Madness:** We can't wait to celebrate together as a team. Make a night of it with the whole family. We promise it will be a blast!

Your Midnight Madness Committee

Contact us at fundraising@mvnadadores.org



MIDNIGHT MADNESS

Fundraising in the Moonlight

Midnight Madness Corporate Sponsorship

DEADLINE: THURSDAY, JUNE 1, 2023

Contact: Dea Del Rosario - swimoffice@mvnadadores.org

Tax ID: 33-0099234

Please join the Mission Viejo Nadadores in hosting the 2nd annual Midnight Madness event. MVN is seeking Business Sponsorships for the Midnight Madness Event, our all-team celebration of the Swim/Dive-a-thons. Business will gain exposure to the entire Nadador community of approximately 1,000 people a day, as well as any media exposure during the event. Funds raised will support new equipment for both the Swim and Dive divisions.

Corporate Sponsorships	Cost	Benefit
Event Sponsor	\$250	<ul style="list-style-type: none">• Thank you in special Midnight Madness Newsletter• Thank you in group Midnight Madness event signage
Lane Lines – 18 available Diving Boards – 5 available	\$500	<ul style="list-style-type: none">• Name on laminated 8x10" on lane line• Thank you on electronic board for 1 week• Thank you in special edition Midnight Madness Newsletter• Verbal mention at the Midnight Madness Event• Thank you in group Midnight Madness event signage• Name on Sponsor Board under bronze level
Tower Banner – 5 available all face the parking lot	\$750	<ul style="list-style-type: none">• Banner up facing parking lot/beer garden/ etc. during event.• Thank you on electronic board for 1 week• Thank you in special edition Midnight Madness Newsletter• Verbal mention at the Midnight Madness Event• Thank you in group Midnight Madness event signage• Name on Sponsor Board under bronze level
6X6 Banner – 14 banners available	\$1,000	<ul style="list-style-type: none">• Banner up on your choice of 6X6 frames for day of event.• Thank you on electronic board for 1 week• Thank you in special edition Midnight Madness Newsletter• Verbal mention at the Midnight Madness Event• Thank you in group Midnight Madness event signage• Name on Sponsor Board under bronze level

FORM ON REVERSE

Please complete and return to Dea Del Rosario. Sponsorships are first come, first served, and subject to approval. It is the Business Owner's responsibility to send logos (.png, .jpg or pdf) to swimoffice@mvnadadores.org by June 1, 2023. Payment can be made by check made out to Mission Viejo Nadadores.

Name of Athlete:	Circle one: Swim/Dive	Date:
Circle one: Lane Lines Diving Board Tower Banner 6'X6' Banner	Cost:	
Name of Business:	Business Email:	
Business Phone:	Notes:	

Additional forms can be picked up in the Swim Office. Questions? swimoffice@mvnadadores.org.