
GREAT LAKE PLUNGE



Sponsorship Proposal 2021

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What we do: we swim!

- 200+ swimmers are expected to participate in this year's Great Lake Plunge
- We have categories for 1k, 2k or 4k distances
- Entry fees are \$40-\$80 dollars depending on distance

Where does the money go?

- Evanston Swims! is a 501(c)3 that teaches second grade kids how to swim at the YMCA, YWCA, and other area pools
- The program consists of 7 weekly sessions, each of which combines 30-40 minutes in the pool and 30-40 minutes' safety discussion on dry land
- Kids of all backgrounds learn how to swim and how to handle themselves in and around water with confidence.
- Providing these lessons costs about \$85 per child
- Evanston Swims! is run by about 20 paid staff and 40 volunteers from the community

How can you help?

Become a sponsor of the Great Lake Plunge at the level that suits you:

- Aqua \$50
- Bronze \$500
- Silver \$1,000
- Gold \$2,500

Want to learn more?

- Review the attached sponsorship brief
- Visit the event website: www.greatlakeplunge.com

We have high expectations for our swimming event and for what we can accomplish through Evanston Swims! Your support will make a difference and, in the process, generate favorable publicity for your organization. We look forward to tailoring a package that makes the most sense for you. Budget

GREAT LAKE PLUNGE 2021 SPONSORSHIP OPTIONS

Aqua \$50

- Social Media Exposure
- Virtual Goodie bag

Bronze \$500

- All of the above, plus:
- Recognition on signage and promotional material
- Name/logo listed on website

Silver \$1,000

- All of the above, plus:
- Recognition on day of swim event with PA announcement

Gold \$2,500

- All of the above, plus:
- Top line recognition on signage and promotional material
- Recognition on day of swim event with company tag line and signage
- Logo on caps
- Opportunity to send representative to make remarks at swim event
- Prominent position on website along with logo, brief description and link to corporate website

Other sponsorship opportunities are available:

- Underwrite specific event-related items, such as towels, finisher medallions and age-group awards
 - Send a team of land or water volunteers on the day of the event
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Who We Are

Evanston's Open Water Lake Swimmers (OWLs) are well-known on Lake Michigan's Evanston beaches and at the McGaw YMCA as US Masters swimmers. We've supported each other's water-bound goals in our open water



swims, pot luck gatherings and in both local and international open water swim competitions.

As our membership has grown, we've chosen to extend our passion for the sport of open water swimming and to give back to our community — and the lake we love — by creating a not-for-profit charity: The OWLs Foundation, which is a 501(c)3 corporation based in Evanston. Through this organization, we will open up the exhilarating beauty and challenge of open water swimming to Evanston residents and conduct our annual Great Lake Plunge.

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Evanston is a diverse lakefront community and as self-appointed stewards of this area of Lake Michigan, we seek to meet a need for all of our residents to enjoy our lake safely. Proceeds from our first two Great Lake Plunges have supported programs that promote water safety and conservation of natural resources. To date we have donated more than \$12,000 to Evanston Swims!

Kendra Robinson is a designer who specializes in custom aircraft interiors. A pool swimmer since childhood, she began her open-water career when some fellow Masters swimmers needed a fill-in for a benefit relay across Lake Michigan. Now Kendra is a founding member of OWLs and is passionate about helping the next generation of open-water swimmers to safely enjoy our Great Lake.

Dave Stumpf and family are dedicated to the Evanston swimming community. Dave has been involved for 15+ years with the masters group at the McGaw YMCA in Evanston. His daughter has been involved in the YMCA swim program since she was 18 months old, and now swims and plays water polo for ETHS. Dave has lived within 2 miles of Lake Michigan most of his life, and is passionate about safely sharing the open water swimming experience with the Evanston community. He is also involved with the Rotary Club of Evanston, St. Nicks Church, and the Evanston Chamber of Commerce.

Lisa Crowe has been a physical therapist for close to 30 years and her specialty has always been pediatrics. Through a variety of modalities to assist kids of all ages, water has always been a top therapeutic approach for her. Lisa began competitively swimming at 8 years of age and it wasn't until her 40's when she attempted her first open water swim in Lake Michigan and now is hooked. Providing opportunities for kids and their families to swim and play in Lake Michigan safely should be a priority and I am committed to assisting with this focus.

Eric Estela grew up near Crystal Lake and settled down to start his family on the shores of Lake Michigan, and so he has always lived near the water. His wife Tricia and their three boys spend as much time as they can at Evanston beaches each summer, and when they can't get to the lake they are playing in their inflatable pool or running through the sprinkler. The boys started swimming lessons at the YWCA as soon as they could walk, and Eric jokes that he spent almost every Saturday for 7 years in the YWCA pool for parent/tot classes. When Eric is not chasing his kids around or working, you can usually find him running or working out. He has completed multiple marathons, 70.3s, Ironman events, trail, and ultra races including the Rim to Rim to Rim run at the Grand Canyon. He and Tricia have run across Zion National Park and completed a multi-day stage race in the Andes. Together they are always on the look out for their next trail-running adventure.

Craig Strong began his coaching career in the pool, training athletes of all skill levels – from beginning swimmers to NCAA Division I athletes – for more than 20 years. In 2001, Coach Craig expanded his focus to help triathletes, runners, cyclists, and swimmers reach their goals in technique, strength, and endurance with great success. In addition to overseeing two successful crossings of the English Channel, Craig’s protégés have also qualified for U.S. Masters National Swimming Championships, USA Triathlon Age Group Nationals, and the Boston Marathon, as well as Ironman Kona, 70.3, and Olympic Distance Age Group Championships. Certifications: USA Triathlon Level II, American Swim Coaches Association Level IV, USA Cycling Level II.

ABOUT EVANSTON SWIMS!

Evanston Swims!

We know that there are a large number of children in our communities who do not know how to swim. A survey of Evanston families revealed that just 17 percent of first graders were proficient swimmers. Almost a quarter had no swimming experience — a basic and vital life skill for any child, especially those living in a lakefront community. Evanston Swims!, a partnership between YWCA Evanston/North Shore, McGaw YMCA, and District 65, seeks to remedy that need by providing all second-grade children in Evanston with free water safety instruction and swim lessons. On District 65's early dismissal days once a month, second graders whose families choose to participate in the program are bussed to YWCA Evanston/North Shore (or to Three Crowns Park, which provides additional pool space to YWCA) and to McGaw YMCA.

Seven lessons during the school year isn't enough time to teach most kids how to swim well, but it is enough to provide essential water safety skills. It also gives us an opportunity to evaluate the kids who need extra support so we can continue with them when the year is over. While Evanston Swims! is limited to Evanston second graders, full and partial scholarships are available through the Oswald Roper Memorial Fund for families who want to continue, but cannot afford the cost of swim lessons.

Source: www.ywca.org

The logo for the Chicago Tribune, featuring the words "Chicago Tribune" in a white, serif font on a dark blue rectangular background.

Evanston Swims! launches sixth season

November 13, 2018 Chicago Tribune

Community Contributor: YWCA Evanston/North Shore

Evanston Swims!, a community collaboration that teaches water safety and swim instruction to Evanston second graders at no cost to their families, recently launched its sixth official season. Approximately 230 children have registered.

"It is gratifying to watch this program continue to fulfill its mission, which is to give all Evanston schoolchildren access to swimming lessons and water safety instruction," said Mary Miller, who coordinates the program as a staffer at YWCA Evanston/North Shore. "By the end of this school year, the program will have reached more than 2,000 youngsters since its inception."

Through Evanston Swims!, second graders in Evanston/Skokie School District 65 have access to swim lessons on half days of school throughout the year. They either bring a sack lunch or receive a lunch at school and then board a bus to their swimming sites, which include YWCA Evanston/North Shore, McGaw YMCA, Presbyterian Homes, and Goldfish Swim School.

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"If they don't have swim gear, like a swimsuit or goggles, we provide that," said Miller. "We make sure there are no barriers to our kids getting in the water."

Community support and involvement also have contributed to the program's success. Evanston Swims! is a partnership between YWCA Evanston/North Shore, McGaw YMCA, Evanston/Skokie School District 65, and the U.S. Coast Guard Auxiliary. It also includes Three Crowns Park, Presbyterian Homes, and Goldfish Swim School.

"Goldfish Swim School is a new partner this year and we're so pleased they're part of Evanston Swims!," said Miller.

But community support doesn't end there. The annual Great Lake Plunge open-water swim raises funds for the program. And chaperones and instructors come from all corners of Evanston and include parents, Masters swimmers, District 65 middle schoolers, and others who want to be involved.

For more information, visit ywca.org/evanstonswims.

An Evanston150 Top Idea

Evanston Swims! grew out of the Evanston150 community visioning project launched in 2011. Community members submitted and vetted their top 10 ideas for Evanston's future as a long-lasting way to celebrate the City's 150th anniversary in 2013. Thanks to the groundwork of the Evanston150 project team "Water, Water Everywhere", and strong commitment from community partners, an innovative program was launched in 2012/2013, customized to meet the community's needs and leverage the strengths of its partners.

"As we move forward in building and sustaining Evanston Swims!, we will need the support and commitment from our community to join with us to teach ALL our children how to be safe in the water," said President and CEO of the YWCA Evanston/North Shore Karen Singer. "It is something we can and must do together." Contributions can be sent to the YWCA noting "Evanston Swims! Fund" in the memo line.

One of the project's earliest supporters was retired District 65 teacher and administrator Clara Pate, and mother of championship swimmer Paul Collins Pate (1967-2013). "When I started Paul and his twin sister swimming at nine months, I had no idea he would compete in middle and high school, and attend university on a swimming scholarship," said Pate. "To be a swimmer, you need to be in the water! I couldn't think of a better plan than Evanston Swims! as a memorial to keep Paul's legacy alive." (Source: www.evanstonforever.org)

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