

WESTERN MASS SGRHOS

PRESENTS



# SWIM 1922



WATER SAFETY  
CLINIC &  
WELLNESS  
FAIR

SATURDAY, MAY 25, 2024 • SPRINGFIELD, MA • 10:00AM-2:00PM



WITH A SPECIAL  
APPEARANCE  
BY:

**MARITZA**

*McClendon*

OLYMPIC MEDALIST

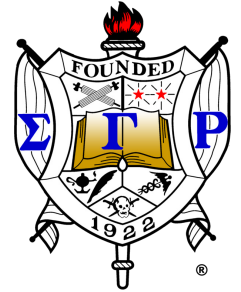
A NATIONAL PROGRAM OF SIGMA GAMMA RHO SORORITY, INC.



## THE ORGANIZATION

It is the mission of Sigma Gamma Rho Sorority, Inc. to enhance the quality of life for women and their families in the U.S. and globally through community service, civil, and social action. Our goal is to achieve greater progress in the areas of education, health awareness, and leadership development. Our members, affiliates, staff, and community partners work to create and support initiatives that align with our vision.

Sigma Gamma Rho Sorority, Inc., is one of the largest Black, Greek-letter organizations with over 500 chapters both domestic and international, and boast 95,000 members worldwide. The Lambda Beta Sigma Alumnae Chapter (LBS) has been serving the western Massachusetts region since 2009. For more information about the members, programs, and services of LBS, please visit [sgrhowesternmass.com](http://sgrhowesternmass.com).



## THE PARTNERSHIP

USA Swimming is a proud partner of Sigma Gamma Rho Sorority, Inc. The partnership with Sigma Gamma Rho is a groundbreaking initiative that seeks to strengthen USA Swimming's commitment to Diversity and Inclusion by partnering with Sigma Gamma Rho Sorority, Inc. to increase swim participation and decrease drowning rates in the community. In keeping with USA Swimming's core objectives: Build the Base – Promote the Sport – Achieve Competitive Success and the Sigma Gamma Rho motto of Greater Service, Greater Progress, these organizations come together to affect change and influence the community of black women and girls.



source: [usaswimming.org/swim1922](http://usaswimming.org/swim1922)



## THE INITIATIVE

Swim 1922 was created to address the unfortunate truth that according to the CDC, approximately 10 people drown every day in the U.S.A. An even more startling fact is that 70 percent of African American children and 60 percent of Hispanic children in the U.S. do not know how to swim. Additionally, African American children are three times more likely to drown than Caucasian children.

Through the partnership with USA Swimming, Sigma Gamma Rho's Swim 1922 campaign aims to address this disparity by having Olympians and members of the sorority teach the community about water safety and how to swim. With USA Swimming, Sigma Gamma Rho has touched close to 20,000 lives, directly, with the projection of changing multiple generations to come. Swim 1922 programs are conducted during May-August of the sorority year. Our goal is to strengthen USA Swimming's commitment to diversity and inclusion by breaking down barriers, created by a lack of access and exposure, and expanding our footprint in the local community to increase swim participation and decrease drowning rates.

source: [sgrho1922.org](http://sgrho1922.org)



# A MESSAGE FROM THE **COMMITTEE**

**DEAR FRIEND,**

We bring you greetings on behalf of the Lambda Beta Sigma Alumnae Chapter of Sigma Gamma Rho Sorority, Inc. We are a service driven organization dedicated to enhancing the quality of life for women and their families in the U.S. and globally through community service, civil, and social action. We achieve greater progress in the areas of education, health awareness, and leadership development. Our National Programs and Initiatives bring a plethora of networking, service, and educational opportunities to communities on a national, regional and local level.

Today, we are happy to reach out to you regarding our notable partnership and program with USA Swimming, called SWIM 1922. The program seeks to educate the masses on proper water safety techniques and decrease drowning rates in inner-city communities. We've had the privilege of hosting this event here in the Valley since 2019. We are happy to welcome Olympic Medalist, Maritza McClendon to western Massachusetts for this year's festivities.

This year's event is slated for Saturday, May 25, 2024. The program welcomes a diverse audience as we seek to host four swim sessions accompanied by a wellness fair. We humbly ask for your support in this initiative by in-kind donations, grants, and/or sponsorship commitments.

We would greatly appreciate your consideration and partnership in advance and would welcome the opportunity to answer any questions you may have regarding this program.

**SINCERELY,**

NICOLE TAYLOR & ASIAH BAILEY  
**SWIM 1922 Co-Event Chairs**



# CONSIDER SPONSORSHIP.

## **GOLD SPONSOR | \$5,000 (SINGLE) OR \$2,500 (TWO SPONSORS)**

- Recognition as Presenting Sponsor/s of the Event
- Prominent Event Signage
- Opportunity to join pre-promotion activities
- Vendor space at Wellness Fair
- Sponsor photo with Olympian, Maritza McClendon
- Company items placed in gift bags \*Optional
- Inclusion:
  - Recognition in Press Release
  - Logo inclusion on landing page with a direct link to website
  - Social Media Spotlights
  - Newsletter Spotlight
  - Inclusion in E-Program

**SWIM 1922 | WATER SAFETY FOR THE CULTURE**



# MARITZA MCCLENDON

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**MARITZA MCCLENDON**  
OLYMPIC SILVER MEDALIST



**THE FIRST AFRICAN AMERICAN WOMAN TO MAKE THE U.S. OLYMPIC SWIM TEAM AND MEDAL.**

## **SILVER LEVEL SPONSOR | \$1,500**

- Presenting Sponsor of all four (4) Swim Lessons
- Vendor space at Wellness Fair
- Company items placed in gift bags for scholarship winners \*Optional
- Inclusion:
  - Recognition in Press Release
  - Logo inclusion on landing page with a direct link to website
  - Social Media Spotlight
  - Newsletter Spotlight
  - Inclusion in E-Program

## **BRONZE LEVEL SPONSOR | \$750**

- Presenting Sponsor of Wellness Fair
- Brand Exposure in the chat space
- Inclusion in the E-Program
- Website presence



**SWIM 1922 | WATER SAFETY FOR THE CULTURE**



# WELLNESS FAIR VENDOR

## LEGEND LEVEL | \$35

### VENDOR TABLE

- Vendor name listed on landing page
- One table and chair will be provided
- Sponsor can distribute general information, collect leads, and sell goods during the fair

## COMMUNITY CHAMPION | \$22

### IN-KIND DONOR

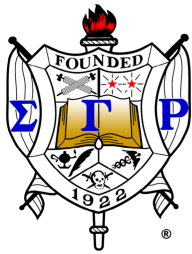
SWIM 1922 | WATER SAFETY FOR THE CULTURE



# COMMITMENT FORM.



To secure your sponsorship: Email details (sponsorship level and contact info) to: [lbs.sgrho09@gmail.com](mailto:lbs.sgrho09@gmail.com) Subject Line: Swim 1922 Sponsor or fill out and send the form below to: Lambda Beta Sigma P.O. Box 80150 Springfield, MA 01138



**SIMGA GAMMA RHO  
SORORITY, INC.**

Lambda Beta Sigma Chapter  
Springfield, MA

## COMMITMENT FORM

SWIM 1922 Water Safety Clinic  
& Wellness Fair **MAY 2024**

I WOULD LIKE TO COMMIT TO THE FOLLOWING:

GOLD SPONSOR | \$5,000 OR \$2,500

LEGEND SPONSOR | \$35

SILVER SPONSOR | \$1,500

COMMUNITY CHAMPION | \$22

BRONZE SPONSOR | \$750

Scan the QR Code to donate!

NOTES:



Item Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Total Donation: \_\_\_\_\_

Donation Enclosed: \_\_\_\_\_

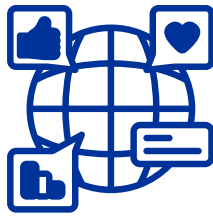
Send Invoice: \_\_\_\_\_

Pay Through Form: \_\_\_\_\_

For more information, contact the Swim 1922 Program Chair  
[lbs.sgrho09@gmail.com](mailto:lbs.sgrho09@gmail.com)



# STAY CONNECTED



Facebook



Instagram



Twitter



YouTube

SCAN HERE

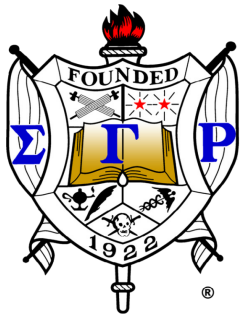
GIVE US A FOLLOW



[SGRHOWESTERNMASS.COM](http://SGRHOWESTERNMASS.COM)







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Lambda Beta Sigma Chapter  
Springfield, MA