

USA Wildwater Corporate Sponsorship Fund Guidelines 2009

Purpose of Corporate Fund: Supplemental fund to offset racing expenses in addition to senior, junior, and performance funds for direct branding efforts by team members for corporate sponsors.

Eligibility Criteria:

1. **Second year or greater qualifier for national team** as either a senior and/or junior in either classic or sprint disciplines
2. **Submit online biography with photos** in correct format to USA Wildwater sponsorship liaison jeremy_rodgers@hotmail.com. Obtain correct format by requesting from Jeremy Rodgers above.
Example on www.usawildwater.com/athletes.htm
3. **Create and maintain active blog** using www.blogspot.com or www.wordpress.com. Blog must be updated ONCE monthly during paddling season from March 1 till August 30 with high resolution BRAND VISIBLE closeup photos/videos and stories about training, racing, sponsors products, community service projects, or any other form of positive exposure for brands USA Wildwater represents. Failure to have monthly updates March till August constitutes failure to maintain an active blog.
Example on www.jeremyrodgers.blogspot.com
4. **Brand your kayak, paddles, and paddle wear** documented by photos on your blog. This may include sending \$20 to jeremy_rodgers@hotmail.com via paypal to have a branding kit sent to your address to offset kit printing costs at a private printer. Branding kits may also be provided at no/minimal cost at team trials.
5. **Complete adherence to the rules** of the individual sponsorship agreements regarding brand exclusivity, ethics and conduct, sportsmanship, respect of the retail culture/propurchase agreements.

Annual Timeline:

1. Spring/April: Team Trials create qualifiers for national team and branding kits distributed from previous year.
2. Team Trials till June 1: Deadline to meet all eligibility criteria. **Sept 15 for 2009.**
3. June 1-Jan 1: Branding efforts greatest while corporate proposals made and product/funds collected.
4. Jan 1: End of fundraising period with product/funds to be disbursed following year on March 1 to those specific members that met the criteria the previous year by June 1 eligibility deadline.
5. March 1: Disbursement of cash/product/incentive donations in previous year to eligible members.

Details:

1. Funds will be kept in separate USACK fund titled the Corporate Fund and donators will still be eligible for tax deductible contributions.

2. The senior and junior funds will be continue to be funded by the general operating budget of USA Wildwater and will be funded fully independent of the existence of the corporate fund.
3. All cash/product donations to the fund will distributed equally to **only those team members that meet ALL eligibility criteria by the June 1 deadline of previous year**. Regarding product donations, those items will be distributed on an individual sponsor determined basis and will not be withheld until Dec. 1 end of cash donations deadline.
4. Bonus system: Any team member who brings forward a direct lead resulting in a cash donation will receive a separate 10% of donation stipend back from the corporate fund indirectly for their lead generating administrative efforts. This is not to be confused with a donation being given directly to a single team member as the donation was not specified for a single team member.
5. Funds disbursed may be used for any training related purpose and will be made out to individual racer's name.
6. The rules of the corporate fund are under the supervision of the USA Wildwater Board and may be amended by due process at any time to improve the function of the corporate fund.
7. Jeremy Rodgers will administrate the corporate fund as an at large board position of sponsorship liason. Future board members will determine who will administrate this fund in succession.