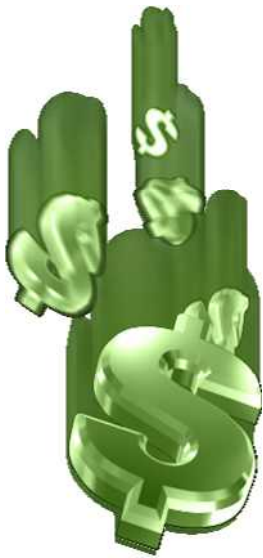




FUNDRAISING



- I. CITIPASS COUPON BOOKS
- II. GROCERY STORE GIFT CARDS
- III. HOLIDAY POINSETTIAS
- IV. HEAT SHEET AD SPONSORS
- V. RBC EVENT MARKETING
- VI. SWIM-A-THON
- VII. GOLF TOURNAMENT
- VIII. TEAM BARBECUE

Welcome to the Marlins of Raleigh Swim Team. For many swim teams, the dues collected from member families do not cover all of the costs involved in running a competitive swim team. At MOR, we meet our expenses through a combination of dues charged, swim meets hosted and fundraising accomplished by our family members. To spread the burden across the whole team, each family pays a **Family Fundraising Obligation**.

The following pages outline the **2009-10** opportunities for MOR families to receive financial credit. Our fundraising programs run throughout the year giving MOR families many chances to decrease their family obligation for next year and to make money for the swim club in the current year.

MOR offers several different types of fundraising programs. Please read through the overview of each program. You may just find a project that suits your family's availability and that you can commit to. Each of the projects has a project coordinator, whose name and contact information are available in the handbook that follows.

Thank you in advance for all volunteerism and time given to each of our programs.

I. CITIPASS^R COUPON BOOKS

PROJECT COORDINATORS:

Raleigh — Dru Hale: 219-9815

Ravenscroft — Landra Staab: 845-9193

Riverwood — Bill or Katie Carter: 810-8806

PROJECT DATES: Sept. 19-Oct. 16, 2009

PROJECT INFORMATION:

MOR is offering the sale of the 2009-10 Greater Raleigh Citipass Coupon Book to raise funds towards family obligation accounts. The books sell for \$25.00 each. Sell as many as you can. The books will actually put the \$25 sales cost right back in the buyer's pocket! Here are some examples of the coupon offers:

More than \$30 of Biaggi's Italian Restaurant offers
\$50 worth of Home Depot offers
\$40 worth of Dick's Sporting Goods
Great entertainment items (Carolina Hurricanes, Regal Cinemas, Moe's Southwest Grill, Lochmere Golf Club, Dick's Sporting Goods)

There are also LOTS of **Buy One/Get One Free** offers on food and much more!

Fundraising Credit Received:

\$5.00 per Citipass book sold.

The kick off for this fundraiser begins at MOR DAY on September 19th. The books are given out to families on consignment (no up front payment). Families are responsible for returning \$25 per book (or the book in new condition) the week of **October 12-16th**. (You will need to pay for any books that are returned not in condition to be re-sold.) Checks and books can be delivered to the MOR Office at the address on the front of this packet. Office phone—851-3000.

Please put all checks in an envelope marked "CitiPass Books" with the swimmer's name and amount. **Checks must be payable to Marlins of Raleigh (MOR). Also, please include the swimmer's name in the memo portion of your check.** If you receive cash from a customer, please write a check to MOR to cover the amount in cash.

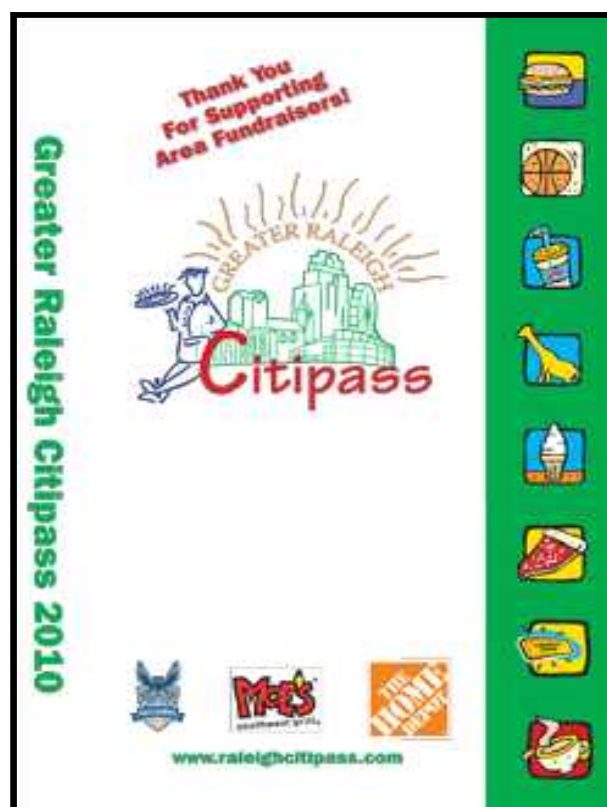
We would love each MOR family to sell at least one book per swimmer on the team. The more we sell the more the team earns.

For every five books sold by a MOR family, that family will receive one book FREE! This can give you books to use for office gifts or Christmas presents. Contact your friends, families and neighbors. These make great employee gifts.

If you need additional copies of the books once you get started, please contact the project coordinators above and arrangements will be made to get you a copy.

Other book highlights include:

More than 270 business discounts from Raleigh, Cary, Apex, Wake Forest, and Garner.
Long Shelf Life—coupons do not expire until December 30, 2010.
Merchants include restaurants, fun stuff and shopping.



II. GROCERY STORE GIFT CARDS

PROJECT COORDINATOR:

Beth Frazier, 851-4414
morfinances@mcnatton.com

PROJECT DATES: Weekly (all year)

PROJECT INFORMATION:

Our gift card fundraiser offers buyers the opportunity to buy gift cards to grocery store(s) and earn up to 4.5% of the gift card value! This is money you would be spending anyway so all it takes is a few minutes of your time each month. You can order some for friends and family too!

Here is how it works:

You decide how much money you want to spend at your grocery store per month. Mail your order to Beth Frazier at:

MORfinances@mcnatton.com by the 10th of each month. Unless otherwise specified, the cards will be in **\$25, \$50, or \$100** amounts. Send in a check for the total amount (**made payable to Marlins of Raleigh**) to the team office address:

Marlins of Raleigh Gift Cards

4900 Waters Edge Drive
Suite 200
Raleigh, NC 27606

Your gift cards will be available for pick up at the MOR office (call beforehand to be sure someone is there), or from a parent volunteer, approximately 2 weeks later. If you would prefer to have your cards mailed to you, please include a self-addressed, stamped envelope.

Fundraising Credit Received:

Lowes Foods 4%
Kroger 4.5% (reload \$ at stores)
Food Lion 4%

Example: Purchasing \$200 Food Lion gift cards earns you \$8.00 credit (\$200 x 4%).

If you spend \$500 each month in groceries, you could amass a credit of about \$240 for the year.

Instructions for Reloading Kroger Cards

Step One: Buy a \$25.00 Kroger card

Step Two: Load the card at the customer service desk before shopping.

Step Three: Use your loaded card to purchase your items each time you shop.

Step Four: Beth Frazier tracks the dollar-amount of your purchases via a monthly report from Kroger.

DO NOT THROW AWAY YOUR KROGER CARD. IT NEVER EXPIRES.

All gift cards are worth the same amount as the family pays. In other words, a \$25 gift card sells for \$25 and is worth \$25 in the store. Because MOR has purchased the cards in bulk the discounted rate we receive allows us to earn a percentage of the face value of the gift card and return most of the earnings to our families in the form of fund raising credits.

III. HOLIDAY POINSETTIA PROJECT

PROJECT COORDINATOR:

Kathy Rezendes
rezendes@bellsouth.net

PROJECT DATES: Now through November 6, 2009

Fundraising Credit Received:

6 1/2" plants \$3 per plant sold
8" and 10" plants \$4 per plant sold

PROJECT INFORMATION:

The 2009 holiday poinsettia sale campaign has begun and the **deadline for turning in orders is Friday, November 6, 2009**. The ordered plants are delivered to the MOR office to be picked up by sellers on **Tuesday, December 1**. Our poinsettias are grown by Fowler's Nursery in Clayton and have been of very high quality every year. The poinsettias are available in the traditional red, pink and white (yellow tint) as well as specialty colors—Jingle Bells, Marble, Maroon and Winter Rose.

Every plant comes in a foil pot and are available in 6 1/2", 8" and 10" sizes. The sale prices for each size are as follows:

6 1/2" pots \$10.00 per plant
8" pots \$16.00 per plant
10" show plants \$22.00 per plant

MOR families will receive an e-mailed order form in Excel format the week of September 21 that can be used to place orders to **Kathy Rezendes** who is the Poinsettia Project Coordinator.

As with our other fundraisers, please have all checks made payable to MOR and put your name in the MEMO line on the check to be sure you get credit for the sale. MOR families have sold more than \$5,000 worth of poinsettias the past two years and we hope this year will be just as good. The beautiful Winter Rose with its brilliant red leaves and double blooms are available again this year (although not in the 8" size).



RED

PINK

WHITE



JINGLE BELLS



MARBLE



MAROON



WINTER ROSE

IV. HEAT SHEET ADVERTISING SPONSORSHIPS

PROJECT COORDINATOR:

Cara Cameron
coachcara45@aol.com

PROJECT DATES: Year-round

Fundraising Credit Received:

One-half of ad sales amount raised.
\$300 for any Title or Gold Sponsorship.

PROJECT INFORMATION:

With the Marlins of Raleigh Swim Team hosting nine meets during the 2009-10 swim year, there will be many opportunities for advertising sponsors to reach the valued target market of middle-to-upper income families.

Swim meet programs offer the opportunity to reach out to parents who are seated at the meets as spectators and reach them with several impressions as they thumb through the heat sheet. The back of this page is the ad sponsorship contract for those wishing to obtain ad sponsors.

AD RATES

AD SIZE	ONE ISSUE	ALL MEETS
Covers (front, back, inside)	\$300	\$600
Full Page (8" x 10")	\$150	\$300
Half Page (8" x 5")	\$90	\$180
Quarter Page (4" x 5")	\$75	\$150
Eighth Page (4" x 2.5")	\$50	\$100

Advertisers are urged to use coupons, dollar-off promotions and incentives in their ads to generate store traffic and gain a measure of the benefit of their sponsorship.

MEET SPONSORSHIPS

MOR also offers meet sponsorship packages to interested marketing partners in 2 categories:

Title Sponsorship—\$2,000
Gold Sponsorship—\$1,000

The maximum family credit for a meet sponsorship is **\$300**. Below is a list of the benefits of each sponsor level.



TITLE SPONSOR

- Swim Meet Naming Rights
- Venue Signage
- Full Page Ad in Heat Sheet
- Company logo on promotional items sold at the meet
- Public service announcements during the event
- On-site marketing opportunities
- Must be contracted for at least 75 days prior to the event

\$2000



GOLD SPONSOR

- Venue Signage
- Full Page Ad in Heat Sheet
- Company logo on promotional items sold at the meet
- Public service announcements during the event
- On-site marketing opportunities
- Must be contracted for at least 75 days prior to the event

\$1000

MOR SWIM MEET ADVERTISING SPONSORSHIP CONTRACT

The following sponsorship agreement is a contract between the **Marlins of Raleigh (MOR) Swim Team** and _____ (**business name**). For the payment of \$_____ the MOR Swim Team will provide the business with the applicable sponsor package [**Title Sponsor or Gold Sponsor**] or ad sponsorships of _____ (size). Businesses receive ad sponsorship insertions in two meet programs for the prices shown. Please select the swim meet programs below, you wish the sponsorship to be included in. All advertising must be camera-ready. Limited design assistance is available if needed. Checks payable to MOR must accompany all signed advertising contracts. Signatures of MOR representatives who sell ad sponsorships must be included on the contract.

AD SPONSOR PACKAGE

Title Sponsor Package (\$2000)

Gold Medal Package (\$1000)

SWIM MEET INSERTIONS (please check all event dates for which you would like your ad inserted)

Oct. 30-Nov. 2, 2009 (Pullen-Raleigh)

Nov. 13-15, 2009 (Pullen-Raleigh)

Jan. 30-31, 2010 (Ravenscroft-Raleigh)

Feb. 11, 13-14, 2010 (Pullen-Raleigh)

March 5-7, 2010 (Pullen-Raleigh)

June 19-20, 2010 (Optimist-Raleigh)

July, 2010 (Holly Springs)

July, 2010 (Optimist-Raleigh)

July, 2010 (Ravenscroft-Raleigh)

AD INSERTION SIZE

1x

8x

1/8 Page-Business Card \$50 \$100

1/4 Page \$75 \$150

1/2 Page \$90 \$180

Full Page \$150 \$300

Inside Covers \$300 \$600

call first to check on availability

Copy Requirements: E-mail finished artwork. Send a Word file or PDF file to coachcara45@aol.com or send a print-ready copy to the MOR address below. Return the contract with a check to MOR for the appropriate amount 75 days prior to meet start for Title and Gold sponsorships or two weeks prior for all other ads and hospitality donations. Black and white originals are preferred. Heat sheet printing method utilizes photocopying. MOR will not promote alcoholic beverages or tobacco products.

Signature for Business

Signature of MOR Representative

Date

Date

Business E-Mail Address

Representative E-Mail Address

Business Phone Number

Representative Phone Number

Please be sure to include check payable to MOR and send to the address shown below:



MARLINS OF RALEIGH (MOR) SWIM TEAM
4900 Waters Edge Drive / Suite 200
Raleigh, NC 27606 (919) 851-3000
coachcara45@aol.com

V. RBC ARENA EVENT MARKETING

PROJECT COORDINATORS:

Maya Ress — mayaress@nc.rr.com

Jon Strickland — jons1@mindspring.com

Sign-up For Dates — mor.rbc@gmail.com

PROJECT DATES: Sept-June

Fundraising Credit Received

Volunteers at the RBC will receive **\$35** per person fundraising credit for each RBC event worked.

PROJECT INFORMATION:

MOR offers parents the opportunity to receive fundraising credit toward their 2010-11 obligation for volunteering to staff a snack bar at the RBC Arena during major events scheduled at the arena. MOR has contracted for more than 60 events at the RBC during 2009-10. Our MOR volunteers last year did a stupendous job at the RBC and raised a total of more than \$15,000 in fundraising credits for volunteering in the stand.

MOR has once again contracted to run **STAND 118**. This stand is known as a priority stand and faces into the arena in a priority seating section. 5-6 volunteers per event are needed in our stand.

In order to volunteer in the stand, MOR parents must first take an ALE (Alcohol & Law Enforcement) Training Class. The dates for these classes are shown below. Please be sure to sign up for this class if you wish to volunteer in the stand as the class is mandatory. If you have attended the class previously, you do not have to attend this year. **ALE training between 7-9pm will be held on the following dates in 2009-10:**

September 28, 2009
October 7, 2009
October 8, 2009
October 13, 2009
November 17, 2009
November 23, 2009

When you have determined a date that you can make the ALE training at the RBC, e-mail **Maya Ress or Jon Strickland** at mor.rbc@gmail.com and they will confirm your attendance with the RBC management. As we are in need of volunteers right now, please let them hear from you soon.

RBC GUIDELINES:

Most of the RBC events contracted for are hockey and basketball events. The first event you attend will be used as a **training event** during which you will not receive fundraising credit. On your second event at the RBC, you will begin receiving the \$35 credit per event.

RBC workers are required by the RBC management to be dressed in a uniform of:

black slacks,
an all-white golf shirt (preferably with MOR logo on it),
closed-toe black or brown shoes,
a MOR ballcap or visor (provided), and
a MOR apron (provided).

Please arrive with appropriate attire as you cannot work if not dressed according to our agreement. Please be sure to sign in on the sheet in the stand when you arrive to receive your fundraising credit.

To volunteer at the RBC, you must send a request email to mor.rbc@gmail.com with the event or events from the schedule below that you wish to attend. Report times vary but usually are around 5:00pm on weeknights. Requests to volunteer for events between now and Dec 31, 2009 are being accepted now. Volunteers will receive on-the-job training at their first event. Volunteers must arrive on-time. If you are unable to attend after signing up, you need to email us at least 72 hours before the event. Cancellations at the last minute without securing a replacement MOR parent, may result in forfeiture of your ability to work on the RBC project in the future. All volunteers must abide by rules established by the RBC Center, including parking, report times and giveaways.



The above map shows the location of the RBC just off Wade Avenue. To get to the employee entrance turn off of Blue Ridge Road onto Trinity Rd. Just past the entrance to Carter Finley Stadium is the entrance to Parking Lot C where the volunteers park. Walk 300 yards from Lot C to the RBC parking lot, past the West Gate to the employee entrance. Once inside, you will check-in with security, sign your name in the sign-in book and proceed to the 1st floor and Stand 118 (located next to Section 118). Come in the stand's side door marked 118 and you will be greeted by our designated stand leader who will assist you in beginning your duties.



MARLINS OF RALEIGH RBC SCHEDULE

SEPTEMBER 2009						
S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

9/9 – ALE TRAINING 7-9pm
 9/17 – Group Leader Training @10pm
 9/18 – Canes vs Nashville (C) 7pm
 9/24 – ALE TRAINING 7-9pm
 9/25 – Canes vs Atlanta (C) 7pm
 9/30 – ALE TRAINING 7-9pm

OCTOBER 2009						
S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

10/2 – Canes vs Philadelphia (A) 7pm
 10/5 – ALE TRAINING 7-9pm
 10/6 – Canes vs Tampa Bay (B) 7pm
 10/7 – ALE TRAINING 7-9pm
 10/8 – ALE TRAINING 7-9pm
 10/9 – Canes vs Florida (A) 7pm
 10/14 – Canes vs Pittsburgh (A) 7pm
 10/28 – Canes vs St. Louis (C) 7pm

NOVEMBER 2009						
S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

11/1 – Canes vs San Jose (B) 1:30pm*
 11/6 – Canes vs Toronto (A) 7pm
 11/8 – Dane Cook Comedy Tour (D) 8pm
 11/11 – Canes vs Los Angeles (C) 7pm
 11/12 – NCSU vs Ga State (C) 7pm
 11/13 – Canes vs NY Islanders (B) 7pm
 11/15 – Canes vs Minnesota (C) 1:30pm*
 11/17 – ALE TRAINING 7-9pm
 11/19 – Canes vs Toronto (C) 7pm
 11/21 – Canes vs Tampa Bay (B) 7pm
 11/23 – ALE TRAINING 7-9pm
 11/26 – Thanksgiving
 11/27 – Canes vs Atlanta (C) 7pm*
 11/29 – NCSU vs New Orleans (C) 2pm
 11/30 – Canes vs Washington (B) 7pm

* **Guaranteed Increase & Stand Bonus**

DECEMBER 2009						
S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

12/1 – NCSU vs Northwestern (C) 7pm
 12/2 – Trans Siberian Orchestra (D) 4p/8p
 12/5 – Canes vs Vancouver (B) 1:30pm
 12/16 – Canes vs Dallas (C) 7pm
 12/17 – NCSU vs Elon (C) 7pm
 12/19 – Canes vs Florida (B) 7pm
 12/21 – Canes vs NY Rangers (B) 7pm
 12/23 – Canes vs Montreal (B) 7pm*
 12/26 – Canes vs Philadelphia (A) 7pm*
 12/29 – NCSU vs Winthrop (C) 7pm
 12/31 – Canes vs NY Rangers (A) 8pm*

JANUARY 2010						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

1/3 – NCSU vs Florida (C) 3pm
 1/6 – NCSU vs Holy Cross (C) 7pm
 1/8 – Canes vs Colorado (C) 7pm
 1/9 – NCSU vs Virginia (C) Noon
 1/10 – Canes vs Ottawa (B) 5pm
 1/16 – NCSU vs Clemson (C) Noon
 1/16 – Canes vs Atlanta (C) 8pm
 1/18 – Canes vs Tampa Bay (B) 7pm
 1/20 – NCSU vs Duke (C) 9pm
 1/24 – Canes vs Boston (A) 5pm
 1/26 – NCSU vs UNC (C) 9pm
 1/28 – Canes vs NY Islanders (C) 7pm
 1/30 – NCSU vs NCCU (C) 2pm
 1/30 – Canes vs Chicago (B) 7pm

FEBRUARY 2010						
S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

2/9 – Canes vs Florida (C) 7pm
 2/10 – NCSU vs Va Tech (C) 7pm
 2/11 – Canes vs Buffalo (A) 7pm
 2/13 – Canes vs New Jersey (A) 7pm
 2/17 – NCSU vs. Maryland (C) 9pm
 2/20 – NCSU vs Wake Forest (C) 2pm

MARCH 2010						
S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

3/4 – Canes vs Ottawa (B) 7pm
 3/7 – NCSU vs Boston College (C) 2pm
 3/11 – Canes vs Pittsburgh (A) 7pm
 3/13 – Canes vs Phoenix (C) 7pm
 3/16 – Canes vs Boston (B) 7pm
 3/18 – Canes vs Washington (A) 7pm
 3/21 – Canes vs Buffalo (B) 5pm
 3/25 – Canes vs Washington (A) 7pm
 3/27 – Canes vs Atlanta (B) 7pm

APRIL 2010						
S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

4/3 – Canes vs New Jersey (B) 7pm
 4/8 – Canes vs Montreal (B) 7:30pm
 4/14 – PLAYOFFS BEGIN

- HOCKEY
- SPECIAL EVENTS
- BASKETBALL
- HOLIDAY
- TRAINING

VI. OTHERS FUNDRAISERS: SWIM-A-THON, GOLF TOURNAMENT, BARBECUE

SWIM-A-THON

PROJECT COORDINATORS:

TBA

PROJECT DATES: November, 2009.

Fundraising Credit Received:

40% of gross income

PROJECT INFORMATION:

The 2009 Swim-a-Thon^R will take place in November, 2009. For the Swim-a-Thon, MOR swimmers are asked to swim up as many lengths of the pool as they can **up to** 200 lengths of the pool (5000 yards) or for two hours, whichever comes first. Team members obtain pledges via a mailing campaign to family, friends, and business associates. All of the MOR sites compete for prizes and recognition. Last year, MOR families raised a grand total of more than \$14,000 in revenue. Information in detail about the 2009 Swim-a-Thon will be available in early October.

GOLF TOURNAMENT

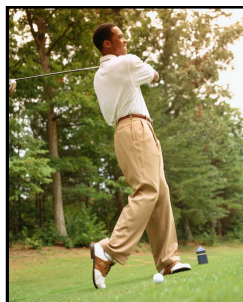
PROJECT COORDINATOR:

Cara Cameron — coachcara45@aol.com

PROJECT DATES: April, 2010.

PROJECT INFORMATION:

A golf tournament at the Riverwood Golf Course will be held in April, 2010. Golf players on the team will want to come out and spend an enjoyable day playing on a challenging course. We are always seeking additional foursomes to participate in this unique team fundraiser. Prizes are offered for a variety of achievements during play. Please contact Coach Cara with ideas for generating more traffic at this team fundraiser.



BARBECUE BLOW-OUT

PROJECT COORDINATOR:

TBA

PROJECT DATES: May, 2010.

PROJECT INFORMATION:

Tickets will be sold to a big barbecue party in the Spring of 2010. Families will earn fundraising credit for the number of plates sold. More detailed information on this fundraiser will be sent out early in the Spring.

