



**12th Annual Event**



**We Need Your Help To  
Reach Our Goal Of 5,000+  
Children Learning To Swim**

**UPSTATE SPLASH CHARITY  
OPEN WATER SWIM**

**SEPTEMBER 19th, 2026**

**LAKE JOCASSEE  
1.2 & 2.4 MILE SWIM**



**Our Mission**

Bringing swimmers together to save children's lives

**Our Vision**

Raising funds to provide swim lesson scholarships for at-risk youth and educating our communities on water safety awareness towards the prevention of childhood drowning throughout the Upstate of South Carolina.

Upstate Splash is a 501 (c)(3) non-profit recognized by the IRS.  
Tax ID Number: 81-1281865 / All donations are tax deductible



# SPONSORSHIP PROPOSAL INTRODUCTION

The Upstate Splash is the premier *all volunteer* charity for the prevention of childhood drowning in the Upstate of South Carolina

## 12th Annual Charity Open Water Swim

Lake Jocassee at Devil's Fork State Park

September 19th, 2026

### The Upstate Splash Charity:

The Upstate Splash Charity is an *all volunteer* charity made up of local swimmers and athletes whom have a passion to help our local youth and want to make a difference in a child's life.

### Why this Cause?

Drowning is the second leading cause of unintentional injury death for children ages 14 or under and the fifth leading cause for people of all ages. Everyday about 10 people die from unintentional drowning. Of these, two are children aged 14 or younger. For every child who dies from drowning another five receive emergency care for nonfatal submersion injuries.

### Our Goal!

Each year our goal is to raise \$50,000 in funds to support our local swim facility partners in their ability to provide swim lesson scholarships for at-risk and underprivileged youth in our communities while raising water safety awareness and preventing childhood drowning in the Upstate.

### The Proceeds:

Knowing the cost of swim lessons can be a great burden, all proceeds raised from our Open Water Swim will be used to provide scholarships for our local underprivileged and at-risk children in need of swim lessons and to promote water safety awareness towards the prevention of childhood drowning.

Demographic breakdown: 66% Hispanic, 26% African-American, 8% white

For more information please contact: **Steven Scott—Executive Director**

Email: [upstatesplash@gmail.com](mailto:upstatesplash@gmail.com) or 864-349-7615

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# ANNUAL Open Water Swim

## SPONSORSHIP BENEFITS

### SALES PROMOTION

The Upstate Splash Charity is hosting our 12th Annual Charity Open Water Swim at the beautiful Lake Jocassee on September 19th, 2026. The Upstate Splash Charity is an opportunity for your company to reach a concentrated mass of your target audience. A sponsorship will surely generate in-store and online traffic and help promote your business product and services.

### PRINTED MATERIALS

Sponsors of the Upstate Splash event will receive sponsorship credit depending on level of commitment on all printed and advertising materials such as signage, T-shirts, drawstring sacks, applications, pamphlets, and brochures.

### MEDIA RELATIONS

The Upstate Splash Charity swim event has become the premier Open Water Swim event in the Upstate and will be covered through our print, website, social media (Facebook, Twitter) presence and by local / regional print and television media.

### ON-SITE PROMOTION

The Upstate Splash Charity Open Water Swim offers sponsors the opportunity to set up on-site exhibits to promote their company branding and customer engagement.

#### Possible On-Site Promotional Ideas:

#### Participant, Spectator and Volunteers:

⇒ Sales	⇒ 200 Swimmer Participants
⇒ Signage	⇒ 200 Spectators
⇒ Merchandise Giveaways	⇒ 30 On-site Volunteers
⇒ Product Sampling	⇒ 35 In-water Volunteers

## LEVELS OF SPONSORSHIP

◆ Title Sponsor	◆ T-Shirt Sponsor
◆ Presenting Sponsor	◆ Splash Donors
◆ Champion Sponsors	

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## **Title Sponsor**

One spot available



### **“Title Sponsor’s Name” Charity Open Water Swim**

- The title sponsor’s name will be tied into the event name
- Title sponsorship event name and logo will appear on the event advertising including any print, social media, giveaways, posters, video, radio or television spots
- Sponsorship includes the opportunity to have banners, table or booth display at the Open Water Swim and all other fund raising events throughout the year
- Your company name and logo will be placed prominently on the event T-shirts
- Title recognition will be given on the Upstate Splash Charity Website, Facebook, Twitter, Charity Open Water Swim and all other fund raising events throughout the year
- Back drop banner with logo for all photo shoots at all events
- Ten (10) free participant registrations\*\*
- This sponsorship can be created through a combination of monetary or product

**\$10,000**

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## **Presenting Sponsor**

(One spot available)

- Name and logo will appear on the event advertising including any radio or television spots
- Sponsorship includes the opportunity to have banners, table or booth display at the Open Water Swim
- Your company name and logo will be placed on the back of the race T-shirt and any printed material
- Recognition will be given on the Upstate Splash Website, Open Water Swim
- Ten (10) free participant registrations\*\*
- This sponsorship can be created through a combination of monetary or product

**\$5,000**

## **Champion Sponsors**

(Five spots available)

- Sponsorship includes the opportunity to have banners, table or booth display at the Open Water Swim
- Your company name and logo will be placed on the back of the race T-shirt and any printed material
- Recognition will be given on Upstate Splash website, Social Media and Open Water Swim
- Five (5) free participant registrations\*\*
- This sponsorship can be created through a combination of monetary or product

**\$2,500**

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## **T-Shirt Sponsor**

(1 spot only)

- Your company name and logo will be placed on the back of swim T-shirt and recognized as the T-shirt sponsor marketing and promotion
- Recognition will be given on the Upstate Splash website and Open Water Swim
- Three (3) free participant registrations\*\*
- This sponsorship can be created through a combination monetary or product

**\$2,000**

## **Splash Donors**

- One (1) free participation registration in Open Water Swim\*\*
- Recognition will be given on the Upstate Splash website and Open Water Swim
- This sponsorship can be created through a combination of monetary or product

**\$750**

\*All Sponsorship levels may provide literature/promotional items for participant packets

\*\* All Sponsorship Free participant registration should be submitted by September 6, 2019

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## Sponsorship Agreement Upstate Splash Charity Events

This agreement is made by and between the Upstate Splash,  
(hereinafter referred to as "Upstate Splash") and \_\_\_\_\_  
(hereinafter referred to as "Sponsor") and dated this \_\_\_\_\_ day  
of \_\_\_\_\_, \_\_\_\_\_.

The Upstate Splash agrees to provide the following services and privileges to the Sponsor as outlined in the sponsorship prospectus:

- Title Sponsor
- Corporate Sponsor
- Champion Sponsors
- T-Shirt Sponsor
- Splash Donors

Other terms mutually agreed upon: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsor shall pay to the Upstate Splash the sum of \$ \_\_\_\_\_, which sum is due and payable within 15 days of this contract or by \_\_\_\_\_. If the Sponsor is donating product, the delivery date will be \_\_\_\_\_.

**Upstate Splash Signature**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Witnesses:

**Sponsor Signature**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Witnesses:

**Submit sponsorship to: Upstate Splash Charity 313 Marsh Creek Dr., Mauldin SC 29662**

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## Sponsor Contact Information

### Upstate Splash Open Water Swim

Fill out and submit with your sponsorship agreement to the Upstate Splash

**Contact Information:**

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

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

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

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

Please email your company logo to: [upstatesplash@gmail.com](mailto:upstatesplash@gmail.com)

(please submit logo in PNG file format w/transparency background)

All logos will be posted on website and  
used for printed material / promotional products

Please submit sponsor donations to:

**UPSTATE SPLASH CHARITY**  
**313 Marsh Creek Drive**  
**Mauldin, SC 29662**

**For other sponsorship inquiries please contact:**

**Steven Scott - Executive Director**

**[upstatesplash@gmail.com](mailto:upstatesplash@gmail.com) or 864-349-7615**

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