

# ***How LMSCs can Advocate for USMS Competitive Events***

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# Trivia

1. Answers: \$60.00 and \$120.00

2. Answers: 269 and 4,300

3. Answers: 46 and 2,474



# Why a club should host a Masters meet?



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# Why a club should host a Masters meet?

## Revenue

- Entry fees
- Sponsorships
- Hotel revenue share
- Raffle (revenue generating) donated merchandise from donors and sponsors
- Social event revenue- include the family and friends



# Why a club should host a Masters meet?

## Participation

- Local participation, convenience
- Managing the events offered
- Manageable hours and expectations
- Using your own pool reduces the anxiety for swimmers
- Relays for team bonding and top ten
- Shares ownership with the swimmers who volunteer to help



# Why a club should host a Masters meet?

## Participation

- Creates goodwill in the swimming community other local Masters clubs and tri clubs
- Engage community support, volunteers and create club awareness



# Why a club should host a Masters meet?

## Workshop #1

How do you recruit volunteers and officials?



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# Why an aquatic facility should host a Masters meet?



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# Why an aquatic facility should host a Masters meet?

## Revenue

- Pool rental or entry fees
- Revenue share with CVB
- Concession stand or food truck merchants
- On-site or third party swim shop



# Why an aquatic facility should host a Masters meet?

## Misc. benefits

- Additional hours for the facility staff
- Meeting the mission of the facility
- Visibility of sponsors
- Networking and stepping stone for future events



# Why an aquatic facility should host a Masters meet?

## Workshop #2

What are the obstacles and challenges you may face?



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# What can my LMSC do to help?

## Support events

- Approve sanctions
  - Duel sanction w/USAS
- Financial assistance
  - Mitigate host risk
  - Grants
- Promotion
  - Dedicated email
  - Website
  - Newsletters



# What can my LMSC do to help?

## Support events

- Sponsorship
  - Social event at meet
- Encourage participation
  - Awards
  - Stroke, start and turns clinic
- Recruit and incentivize officials
  - Training
  - Travel stipends



# Questions

## Resources

- [bbrenner@usmastersswimming.org](mailto:bbrenner@usmastersswimming.org)
- [events@usmastersswimming.org](mailto:events@usmastersswimming.org)
- Pool and Open Water Events on [usms.org](https://usms.org)

