

USMS CHECK-OFF CHALLENGE BID/HOST INFORMATION PACKET

Thank you for your interest in hosting the USMS Check-off Challenge sponsored by the United States Masters Swimming (USMS) Fitness Education Committee. The items below are designed to assist your club in submitting your host bid as well as to assist your club in conducting the event if your club is chosen as the event host.

The Check-off Challenge is a wonderful way to encourage participation from Masters swimmers across the country. It also represents an opportunity for the host club to receive nationwide recognition and to achieve a financial profit from conducting the event.

This packet includes:

- **Expectations of the Host Club**
- **Process for Submitting an Event Bid**
- **Sample Timeline of Event Preparation Items**
- **Sample Event Registration Form Language**
- **Marketing Ideas**
- **Check-off Challenge Past Themes**

EXPECTATIONS OF THE HOST CLUB:

In submitting a bid to conduct the USMS Check-off Challenge, the club awarded the bid will be expected to:

- Create a Check-off Challenge theme that will be appropriate for all USMS constituents (i.e., "rated PG" -- no offensive language or graphics)
- Adhere to all USMS rules or codes of conduct in the event
- Provide event support for the entire duration of the event, including a post-event report

It is recommended that any club considering submitting a Host Bid thoroughly read this entire packet to more fully understand the scope of responsibilities which this event entails.

PROCESS FOR SUBMITTING AN EVENT BID:

Complete the BID FORM (see next page). The completed bid form (and supporting documents such as T-shirt artwork) must be emailed to Marcia Anziano, USMS Fitness Education Chair, (fitness AT usms DOT org), no later than August 15.

The USMS Fitness Education Committee will review all bids via email prior to the annual USMS Convention (typically held in September). Therefore, mailed or faxed bids cannot be considered. Bids received after August 15 will be considered only if an acceptable timely bid is not received for the same event.

For questions, please call Marcia Anziano at (303) 993-5794 from 9am to 5pm Mountain time.

U.S. Masters Swimming Fitness Education Committee National Fitness Event Bid Form – Check-Off Challenge

On behalf of _____ (club/organization), we herewith submit a bid to host the U.S. Masters Swimming National Fitness event known as the Check-Off Challenge.

If our bid to host the Check-Off Challenge is accepted, we agree to comply with all applicable U.S. Masters Swimming rules and regulations, with the understanding that the acceptance of this bid is contingent upon the completion of the Compliance Agreement to be issued by U. S. Masters Swimming. (For a copy of the Compliance Agreement, please contact Marcia Anziano at fitness AT usms DOT org).

(Signature of Intended Event Director & Date)

Specific Event Information (please print):

Sanctioning LMSC: _____

Name of USMS Club seeking sanction: _____

Event Director Name: _____

Street Address: _____

City, State Zip: _____

Day Phone: _____ Cell Phone: _____

E-mail Address: _____

Proposed fee structure: Individual Fee \$_____ (includes Check-off Challenge T-shirt)

Please list additional items that will be sold in addition to the entry fee benefits; include prices:

_____ swim cap

_____ other (specify) _____

General Information: Please provide details of your previous experience hosting events.

Specific Information: Please include artwork for the T-shirt to be used for this event. Include any other specific information that you feel will help clarify this bid.

Will you or a club representative be present at the 2010 Convention to formally present your bid to the Fitness Committee? ____ yes ____no

To Submit Your Bid: The completed bid form must be sent as an attachment via email to Marcia Anziano, USMS Fitness Education Chair, (fitness -AT- usms -DOT- org) no later than August 15. **DO NOT** mail or fax your bid, as the U. S. Masters Swimming Fitness Education Committee must exchange and review all bids via email prior to the USMS Convention. Untimely bids will be considered only if an acceptable timely bid is not received for the same event. For questions, please call Marcia Anziano at (303)993-5794 from 9 am to 5 pm Mountain time.

Thank you!

SAMPLE TIMELINE OF EVENT PREPARATION ITEMS:

The following timeline is a guideline of suggested activities in producing the Check-off Challenge: (Bold items are firm dates.)

- August 15 -- Check-off Challenge Bid Entry due to Fitness Education Chair – must include T-shirt design concept**
- September
 - Present/accept BID at USMS Convention
 - Complete the Compliance Agreement
 - Create filing system and notes for event
 - Set up Excel file or similar database for participant tracking
 - Contact your LMSC Sanctions Chair to secure event sanction and sanction #
 - Get a special email for participant correspondence (we do not recommend using a current work or personal email due to potential inbox volume)
 - Get final T-design artwork approved by USMS Fitness Education Committee
 - Update/ finalize entry form
- October
 - Obtain T printer quotes
 - Include in local LMSC fall newsletter
 - Create a smaller ad others can use in newsletters, web sites, etc.
 - Create “thank you” card to include in T-shirt mailers
 - Oct 15 – send emails to target audiences for participation (see suggestions below)
 - Continual: Update participation file
- November 15 – follow-up emails as needed
- December 1 – finalize T-shirt order with printer (round 1)
- December 1 – purchase mailing envelopes
- December 15 – mailing of shirts (address envelopes, shirt & “thank you” card)
- January – include in winter newsletters
- January 30 – follow up emails
- January 30 – report of status to Fitness Education Committee
- March 1 – finalize T-shirt order with printer (round 2)
- March 1 – report of status to Fitness Education Committee
- March 15 – mailing of shirts
- April 1 – follow up emails
- May 15 – (final) mailing of shirts if needed (round 3)
- July 1 following year – final report due to Fitness Education Committee**; Update Event History page with your information (Event History document will be provided to host club after Bid is awarded); evaluate future action(s)

MARKETING IDEAS/SUGGESTIONS:

(Although a swimmer may be a part of several “groups” listed below, consider sending “personalized” appeals to each of the groups listed below at different times; repetition of messaging may help increase participation)

To Target for Participation (E-mail):

- USMS Streamlines for major source of contact with all USMS members
- Host Club Members
- Local LMSC Board, Coaches, and Fitness Chair

Suggested Email Notes:

- Ask for personal participation as a face of USMS nationally to local
- Get at least 3+ friends to participate
- Forward this to all swimmers you know
- Sign up yourself and surprise a friend by ordering an extra T-shirt and giving it to them to encourage participation from someone who might not necessarily sign-up on their own.

Other Distribution:

- Copies of entry at check-in of local meets
- Items to USMS for Swimmer Magazine
- Items to Jim M for USMS Web Site (cc; Marcia A.)
- Items to local LMSC webmaster

SAMPLE EVENT REGISTRATION FORM LANGUAGE:

(Host Club Name) invites you to ... (THEME NAME) -- The 20__ USMS Check-off Challenge
Sanctioned by the _____ LMSC for USMS, Inc. , # _____

The CHECK-OFF CHALLENGE is a Fitness event designed to motivate swimmers to complete as many of the 18 “pool” events as possible during the 20__ calendar year (and we’ve thrown in a few open water swims as a bonus!) It challenges all levels of swimmers. Swimmers can swim events that they never have swum before or try for personal best times in as many events as practical.

The events may be swum in practice or in meets, in yards or in meters, any time during 20__. The challenge is to complete all the events listed.

Scoring is simple – just complete your swim and check off the event on the back of your T-shirt!

COACHES: Sign up your entire team and use the event as a team challenge. Spread out the events over a period of time during practice sessions, progressively building up to the tougher events. The entire team can work together, completing all of the events.

The event is open to registered U.S. Masters swimmers. Enter by filling out the entry form included below. Shirts will be mailed in mid-December for entries received by December 1, 20__, so that swimmers will receive them by the first of the New Year. A second mailing will occur in mid-March, 20__, for entries received by February 28, 20__. Other shirts will be mailed as needed, inventory-permitting. ((Custom-designed T-shirts are short-sleeved, white cotton. The USMS logo and “20__ Check-off Challenge” will be in one-color on the front; shirts are printed with full-color logo and check-off design on the back. – use appropriate details). Visit www.usms.org/fitness for additional entry forms.

T-shirt: Qty Size Price Total \$
___ S @ \$ ___
___ M
___ L
___ XL
___ XXL @ \$ ___
TOTAL \$\$ ___

Name _____ DOB _____
Club or workout group _____ USMS Registration # _____
Address _____ City _____ State ___ Zip _____
Phone _____ Email address _____

Make checks payable to “ _____ ”

Mail this form and your check to:
_____, Attn: “Check-off Challenge”

Questions? Call _____ at _____ or email _____

Liability Release

WAIVER: I, the undersigned participant, intending to be leally bound, hereby certify that I am physically fit and have not been otherwise informed by a physician. I acknowledge that I am aware of all the risks inherent in Masters Swimming (training and competition), including possible permanent disability or death, and agree to assume all of those risks. AS A CONDITION OF MY PARTICIPATION IN THE MASTERS SWIMMING PROGRAM OR ANY ACTIVITIES INCIDENT THERETO, I HEREBY WAIVE ANY AND ALL RIGHTS TO CLAIMS FOR LOSS OR DAMAGES, INCLUDING ALL CLAIMS FOR LOSS OR DAMAGES CAUSED BY THE NEGLIGENCE, ACTIVE OR PASSIVE, OF THE FOLLOWING: UNITED STATES MASTERS SWIMMING, INC., THE LOCAL MASTERS SWIMMING COMMITTEES, THE CLUBS, HOST FACILITIES, MEET SPONSORS, MEET COMMITTEES, OR ANY INDIVIDUALS OFFICIATING AT THE MEETS OR SUPERVISING SUCH ACTIVITIES. In addition, I agree to abide by and be governed by the rules of USMS.

SIGNED: _____ DATE: _____

CHECK-OFF CHALLENGE PAST THEMES:

Year	Theme	Host	# Participants
2011	Chesapeake Bay	Maryland Masters	
2010	(bingo card graphic)	(Jean Blackburn)	
2009	(underwater scene)	Hammerhead Aquatics / Florida Gold Coast Masters (Larry Caudwell)	350+
2008	From Block to Wall, Swim Them All! (swimming pool graphic)	Noblesville Adult Swim Team, Inc (NASTI) (Raena Latina)	500+
2007	Le Tour de Pool	Federal Way Kings Masters (Hugh Moore)	
2006	Veni, Vidi, Swimi (I came, I saw, I swam it all)	Federal Way Kings Masters (Hugh Moore)	
2005	Mission I.M. Possible	Federal Way Kings Masters (Hugh Moore)	80
2004	I am not afraid to swim the 200 fly (eye chart graphic)	Oregon Masters (OMS) (Jody Welborn)	300
2003		New England Masters (NEM) (Bill Volckening)	177
2002		(Bill Volckening)	
2001		New England Masters (David & Tracy Grilli)	
2000		New England Masters (David & Tracy Grilli)	107
1999		(Mo Chambers, Fitness Committee Chair)	205
1998			