



LOCAL SWIMMING COMMITTEE (LSC):

In addition to supporting USA Swimming Teams throughout the country, Speedo also supports the local swimming Committee (LSC) through additional programs.

Like teams, each LSC has different needs that should be considered. The LSC is a very important link for Speedo and the team dealer to the grass roots and age group market. Other promotional opportunities are available for individual circumstances.

ZONE TEAM OUTFITTING:

Speedo will provide the following to the LSC:

- A 40% discount on suits and a 25% discount on all other Speedo product to the team dealer to outfit the LSC zone team or all star team. This may include warm-ups, bags, shirts, shorts, etc.

In return, the zone team must:

- Use a Speedo cap
- Include Speedo on the team T-shirt

Please feel free to call our Sports Promotions Department to discuss how Speedo can further support swimming throughout your LSC. Please call Brian Basye at 323-837-6095, fax- 323-720-4662, bbasye@speedousa.com.

FULFILLING MERCHANDISE

Speedo's team promotional programs are coordinated through Brian Basye 323-837-6095 fax 323-720-4662, bbasye@speedousa.com. We encourage the coach to place these orders themselves with the Sport Promotion Department whenever possible. However, we do realize that sometimes it is easier for the coach to work directly with the team dealer.

To be eligible for any of Speedo's promotional team programs, the team dealer must complete the Speedo Team registration form and submit it to the Sport Promotion Department once each year to verify the team's commitment to Speedo.

SPEEDO TEAM FUND-RAISING PROGRAM

Fund-raising is a constant element of swim team life, especially at the USA Swimming club level. Often a small amount of fund-raising assistance can be the difference in having a team in Speedo instead of the competition.

Speedo currently offers a generous product package in support of the biggest USA Swimming club fund-raiser in the country - "SWIM-A-THON." Swim-a-thon is a licensed and copyrighted program of USA Swimming that supports the local club.

Speedo can also help with additional club fund-raising activities. Most often this help takes one of the following forms:

1. Autograph cards from our Team Speedo members for auction or drawing.
2. Door prizes or auction prizes at discount cost to team and the dealer.
3. Fund-raising premium prizes for discount prices.
(I.e. get a free tote bag for raising \$50.00, etc.)

These programs are handled on a case by case basis through the team dealer and the sales rep or the Sports Promotion Dept.

The success of this program requires close cooperation between the team dealer and the sales rep.

FULFILLING MERCHANDISE:

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To be eligible for any of Speedo's promotional team programs, the team dealer must complete the Speedo Team registration form and submit it to the Sport Promotion Department once each year to verify the team's commitment to Speedo.

SUMMER LEAGUE TEAMS:

Promotions and support for summer teams are handled through the team dealers. Speedo provides the dealer special discounts on Speedo Tees and shorts for teams selecting Speedo suits which enables the Team Dealer to outfit all of your summer team apparel and training and equipment needs. Summer clubs that do select Speedo suits are eligible for our Summer Promotion.

SPECIAL OLYMPICS/ DISABLED CHAMPIONSHIPS:

Speedo continues to sponsor athletes with disabilities when they compete in championship events such as the Disabled Games or Special Olympics. We will offer special discounts to the dealer, which will allow them to pass the savings on to the athletes.

- 25% discount on racing suits to the dealer for all athletes competing at these special events for the disabled athlete.
- 25% discount on other Speedo gear designated as the team's championship meet uniform.

FULFILLING PROMOTIONAL TEAM PROGRAMS

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