

**Our 32<sup>nd</sup> Annual  
DR. PAUL HAUCH INVITATIONAL  
July 11-12, 2009**

London Aquatic Club Swim Parents;-

Each year, LAC makes available an advertising fundraiser to help lower some of the costs involved with our swimmers. This year the club is 62 years young and going strong!

Each swimming family directly benefits from obtaining advertising sponsors:

- 80% of each ad sold (minus the 5% GST) is credited to the swimming family's travel account; and
- the remaining 20% is used by the Club to help lower club related expenses at our meet.

This is the 32<sup>nd</sup> year that the club has hosted the Dr. Paul Hauch Invitational swim meet. As we watch and wait for the new 50m outdoor Thames Pool later in the summer, we will temporarily host this year's meet at Canada Games Aquatic Centre.

As the end of the swim season approaches, we ask our swim parents to find sponsors to help with the cost of producing the programs and heat sheets for the meet. With your help, we can make it a great success! With a positive attitude, and the enclosed information, great things can be accomplished. All sponsors should be proud of the club's long standing achievements.

Attached you will find the following:

- 1) a fact sheet about LAC since 1947;
- 2) a selling guide and sample page;
- 3) suggested letters that you may want to copy for your new and your repeat sponsors;
- 4) sponsor information sheet for you to complete for each ad sold;
- 5) a list of the 2009 Paul Hauch protected sponsorships (by families and by the club);
- 6) a blank letterhead page for your own letter; and
- 7) a thank you receipt to be photocopied if needed.

It is the seller's responsibility to:

- Provide CAMERA READY artwork OR an electronic file in jpg, pdf or psd format. Please be sure that the ad adheres to the correct size – ie. A quarter page ad is actually a quarter page size;
- Ensure that payment for the ad has been received. All cheques from sponsors MUST be received by **August 31<sup>st</sup>, 2009** in order to receive credit to your travel account;
- Cheques should be made payable to the LONDON AQUATIC CLUB or LAC and not to the Dr. Paul Hauch Swim Meet;
- Cheques received prior to August 31<sup>st</sup> should be sent to Rose Bloch-Hansen. Cheques received after August 31<sup>st</sup> should be sent to our treasurer/ drop box at CGAC;
- Make sure that your sponsors receive a receipt for their payment and a copy of the page with the sponsor's ad if requested.

Please **DO NOT** approach any of the sponsors shown on the attached 2009 Protected Sponsorship list as they are reserved for families who have previously made contact for the Club. In an effort to ensure that our protected sponsors list is accurate, would you please carefully review the list for those sponsors listed under your own name. If you do not intend to re-approach a sponsor on your list please contact Rose Bloch-Hansen as soon as possible so that the list can be correctly updated.

FYI, the Board has passed a motion stating that sponsors belonging to a family that leaves the Club may be assigned to another family by the departing family. If sponsors are not assigned to another family, those sponsors will be removed from the listing after one full swim season and can then be approached by any family.

This year's DEADLINE for receiving sponsors is Tuesday June 30<sup>th</sup>, 2009. This deadline is important as the paperwork will go off to the printers once assembled. If you have any questions or you are not sure about something, please give Rose Bloch-Hansen a call at 519-473-3444. I can also be reached via e-mail at [drbloch@rogers.com](mailto:drbloch@rogers.com).

Good luck with your sales!

## **LONDON AQUATIC CLUB FACT SHEET**

### **Performance in Competitive Swimming since 1947**

The London Aquatic Club (LAC) has a proud history in competitive swimming dating back to 1947. Over the past seven decades the club has produced Olympians, Paralympians, World, National, and Provincial record-holders, and numerous international medalists. The club has consistently been one of Canada's best, and has sent many fine young ambassadors of the Forest City to competitions at every level - regional, provincial, national and international.

### **In the Beginning...**

In 1947 Andy Reekie and future University of Western Ontario (UWO) coach Lillian McKellar started a swim program in London at the YMCA with Dr. Paul Hauch becoming the first Head Coach.

The 1948 London "Y" Swim Team consisted of Jackie Tait, Kay Miles, Jean Tindall and Marilyn King.

Dr Hauch went on to become the manager of the Canadian Olympic Team in 1956, the FINA Secretary to the Olympics in 1972, named to the Canadian Aquatic Hall Of Fame the following year and in 1990 inducted into the Swim Ontario Hall of Fame.

London had only one indoor pool in 1948 and because the YMCA was a men's only facility, the female swimmers could only train after receiving "special" permission. Future international swimmer Kay Miles and others trained in the Thames River at Gibbons Park in the summer months during the late 1940's and early 1950's. On Sundays, the best Gibbons Park recreational swimmers swam at the St. Mary's Quarry.

In 1950 Kay Miles, a product of the Gibbons Park playground, was named to Canada's team attending the British Empire and Commonwealth Games in New Zealand. At 16 years of age she finished 2nd in the 100yd freestyle at the Olympic Trials. Kay went on to become the UWO women's coach from 1954 to 1956 and was later inducted into the UWO Sports Hall of Fame.

Other successes in the early years included:

- 1954 - Bev Eynon – British Empire Games & Commonwealth Games
- 1956 - Dr. Paul Hauch - Olympic Games (Melbourne - Swim Team Manager)
- 1959 - Dr. Pete Fowler - Pan Am Games (Chicago)

### **NOTABLE ACHIEVEMENTS BY DECADE**

#### **The 60's**

- 1960 - John Faulkner - UWO - Head Coach - Olympic Games (Rome)
- 1964 - Louise Kennedy - Olympic Games (Tokyo)
- 1966 - Louise Kennedy - Commonwealth Games (Jamaica - World Record Relay Team Member)
- 1967 - Canada's Team of the Year, Runner Up behind the Toronto Maple Leafs
- 1968 - Marilyn Corson – Olympic Games (Mexico City - relay bronze medal)

#### **The 70's**

- 1970 - Bill Kennedy- Commonwealth Games (Edinburgh - gold medalist 100BK)
- 1971 - Bill Kennedy - Pan Am Games
- 1972 - Bill Kennedy - Olympic Games (Munich)
- 1972 - Dr. Paul Hauch – named FINA Secretary to the Olympics

- 1973 - Dr. Paul Hauch - named to the Canadian Aquatic Hall Of Fame
- 1974 – Dr.Hauch retires as Head Coach, replaced by Harry Gallagher
- 1976 – Brian Cartlidge hired as Head Coach

### **The 80's**

- 1980 - Ken Fitzpatrick – Olympic Team selection (Moscow - boycott)
- 1984 – Melinda Copp and Ken Fitzpatrick - Olympic Games (Los Angeles - Fitzpatrick Team Captain)
- 1984 - Paul Midgley (Head Coach) and Donna Moskal (Age Group Coach) join LAC
- 1986 – Chris Chalmers, Kim Milne, Debbie Wurzburger, Paul Midgley - Commonwealth Games (Edinburgh - Milne and Wurzburger bronze medalists 4x200FR relay, Chalmers bronze medal 1500FR)
- 1986 – Chris Chalmers, Debbie Wurzburger, Paul Midgley – World Championships (Madrid)
- 1987 - Chris Chalmers and Megan Holliday - Pan-Am Games (Indianapolis - Chalmers silver & bronze medalist 1500FR & 4x200FR relay, Holliday double bronze medalist 400/800FR)
- 1988 - Chris Chalmers and Debbie Wurzburger - Olympic Games (Seoul – Wurzburger sets Canadian record in 800FR)
- 1989 - Jo-anne Currah - Pan-Pacific Games (Tokyo - bronze medalist 4x200FR relay)

### **The 90's**

- 1990 - Dr. Paul Hauch - inducted into the Swim Ontario Hall of Fame
- 1990 - Jo-anne Currah - Commonwealth Games (Auckland)
- 1991 – London Aquatic Centre opens on Wonderland Road North
- 1991 – Jo-anne Currah and Dave McLellan – Pan-Pacific Championships (Edmonton)
- 1991 - Sheila Hewerdine - Pan-Am Games (Havana)
- 1992 - Beth Hazel, Dave McLellan, Paul Midgley - Olympic Games (Barcelona)
- 1992 - Jessie and Marie Claire Ross – Paralympic Games (Barcelona)
- 1992 – Andrew Craven (Age Group Coach) joins LAC
- 1993 – Dave McLellan - Pan-Pacific Games (Kobe, Japan)
- 1993 - Chris Hollins - Member of the Canadian Team for the Deaf
- 1994 - Marilyn Corson inducted into the Ontario Aquatic Hall of Fame
- 1994 - Jo-anne Currah, Beth Hazel - Commonwealth Games (Victoria) and World Champs (Rome)
- 1994 - Marie Claire Ross, Adam Purdy – IPC World Championships (Malta)
- 1995 - Louise Kennedy inducted into the Ontario Aquatic Hall of Fame
- 1995 – Dave McLellan – Pan-Pacific Championships (Atlanta)
- 1995 - Tim Crellin, Adam Purdy – Atlanta International Swim Trials for the Disabled
- 1995 - Jamie White - Canadian Junior National Team, 5 time Canadian record holder
- 1996 - Ontario Short Course Provincial Age Group Champions
- 1996 - Adam Purdy - Paralympic Games (Atlanta)
- 1997 - Adam Purdy SNC Swimmer of the Year in the Swimmers with a Disability category
- 1997 - Marie Dannhaeuser, Tim Crellin, Adam Purdy, Andrew Craven - U.S. Nationals, Springfield, Mass.
- 1997 - Ben Carp – Maccabiah Games
- 1998 - Adam Purdy, Andrew Craven – IPC World Championships (Christchurch, N.Z. - double gold medalist & world record setter, 100BK&400 Medley Relay)
- 1999 - David Chisholm – Pan-Pacific 25K Open Water Championships (Sydney)

## 2000 and Beyond

- 2000 - Marie Dannhaeuser, Adam Purdy, Andrew Craven – Paralympic Games (Sydney - Purdy double gold medalist 100BK, 400 Medley Relay)
- 2000 - Ontario Short Course Provincial Age Group Champions
- 2001 - Joe Bartoch – Canadian Junior National Team selection
- 2001 - London hosts Canada Summer Games – Brad Vanderkam wins 2 gold, 1 silver (Team Ontario)
- 2002 – Marie Dannhaeuser, Darda Geiger, Adam Purdy, Brad Sales, Andrew Craven – IPC World Championships (Argentina - Purdy gold & bronze medalist, 100BK&400 Medley Relay, Geiger gold medal 400FR Relay, Dannhaeuser bronze medal 400FR, Sales bronze medal 400 Medley Relay)
- 2002 – LAC takes over University of Western Ontario Varsity swimming program (Paul Midgley Head Coach, Kim Brochu Associate Coach)
- 2003 – Joe Bartoch – FISU Games – Daegu, South Korea
- 2004 – Andrea Cole, Darda Geiger, Adam Purdy, Brad Sales – Paralympic Games (Athens - Cole silver & bronze medalist, 100FL and 400FR Relay, Geiger silver medal 400 Medley Relay)
- 2004 – Joe Bartoch – World Short Course Championships – Indianapolis
- 2005 – Joe Bartoch – FISU Games – Turkey
- 2006 – LAC hosts Ontario Age Group Championships (February) and the 1<sup>st</sup> ever Can-Am Disability Championships (April)
- 2006 – Joe Bartoch – Pan-Pacific Championships (Victoria)
- 2006 – Andrea Cole, Adam Purdy, Brad Sales – IPC World Champs (South Africa – Cole silver & bronze medalist, 400FR and 400FR Relay)
- 2006 – Justin Kemp – SWAD Junior National Team (Minneapolis)
- 2007 – Joe Bartoch – Pan-American Games (Rio de Janeiro) 2007 - Joe Bartoch - FISU Games (Thailand)
- 2007 - Andrea Cole, Darda Geiger and Brad Sales went to the Para-Pan-Am Games in Rio de Janeiro
- 2007 - Hayley Nell won 5 gold medals as part of Team Canada at the first-ever North American Challenge Cup in Los Angeles, CA
- 2008 – LAC hosts Ontario Age Group Championships (February)
- 2008 – Joe Bartoch – Canadian Olympic Team - Beijing in August 2008
- 2008 – Darda Sales, Joe Barker, and Andrea Cole – Paralympic Games – Beijing in August 2008
- 2008 – Bryn Jones and Hayley Nell – TRI-Nations Cup – Quebec City
- 2008 – Matt Kwatyra, Shannon Nell, Matt Roman, Brayden Salmon – NACC – Edmonton
- 2008 – Matt Roman – Provincial Record – 13/14 boys SC 200FL
- 2009 – Joe Bartoch – Canadian Record – mens SC 50FL
- 2009 – Bryn Jones & Hayley Nell – FISU Games – Belgrade, Serbia
- 2009 – Matt Kwatyra – Ontario Canada Games Team and NACC

# **SELLING GUIDE**

## **HOW TO SELL - WHAT TO SAY**

Approach your sponsor with a fact sheet in hand and enthusiasm.

Take with you the items that this package contains:

- 1) Page showing sizes for ½ page, ¼ page, and business card
- 2) Samples from last years program for a more visual look at what you are offering them

Mention that all International Level Athletes come from a local club level such as ours – the London Aquatic Club.

The business will want to know “what is in it for them” to buy a sponsorship.

Tell them that approximately 250 - 300 swimmers and their families and friends will see the advertisements in our program which will be distributed over the two days of the meet.

You might also want to mention that in buying a sponsorship, they are also supporting the community and helping in the training and development of London’s future athletes.

Be direct and ASK FOR the sponsorship!

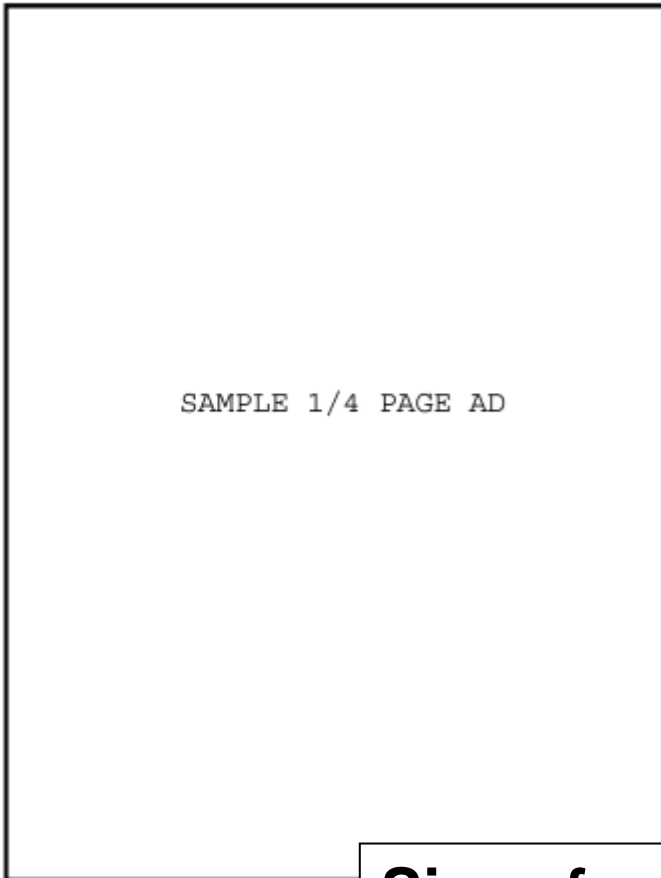
When you have received the commitment, complete the Information Sheet by Tuesday June 30<sup>th</sup>, 2009 and deliver/ send it to:

Rose Bloch-Hansen  
835 Hickory Road  
(Oakridge Subdivision: Wonderland Rd S – West on Riverside Dr – Pinetree St – Hickory Rd)  
London, Ontario  
N6H 2V3  
Phone: 519-473-3444  
E-mail: [drbloch@rogers.com](mailto:drbloch@rogers.com)

Try to get the money and artwork at the same time. A sample invoice is enclosed for you to copy, if necessary.

Please remember that the artwork handed in should be “CAMERA READY artwork OR an electronic file in jpg, pdf or psd format” which means that it is ready for printing. NO CHANGES NECESSARY!

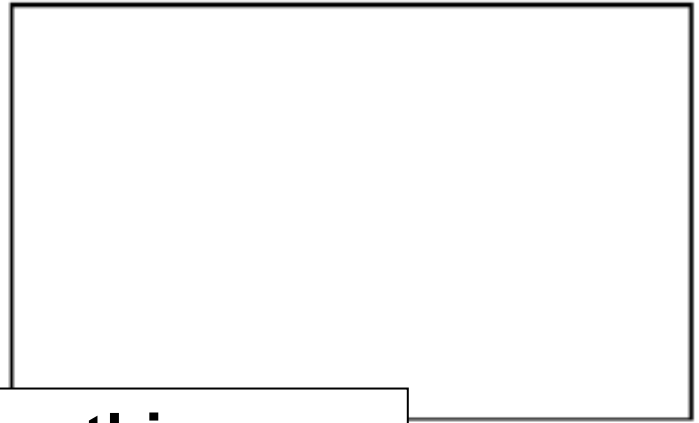
Remember to provide a receipt and a copy of the ad if requested. It will make it easier to resell to your sponsor next year!



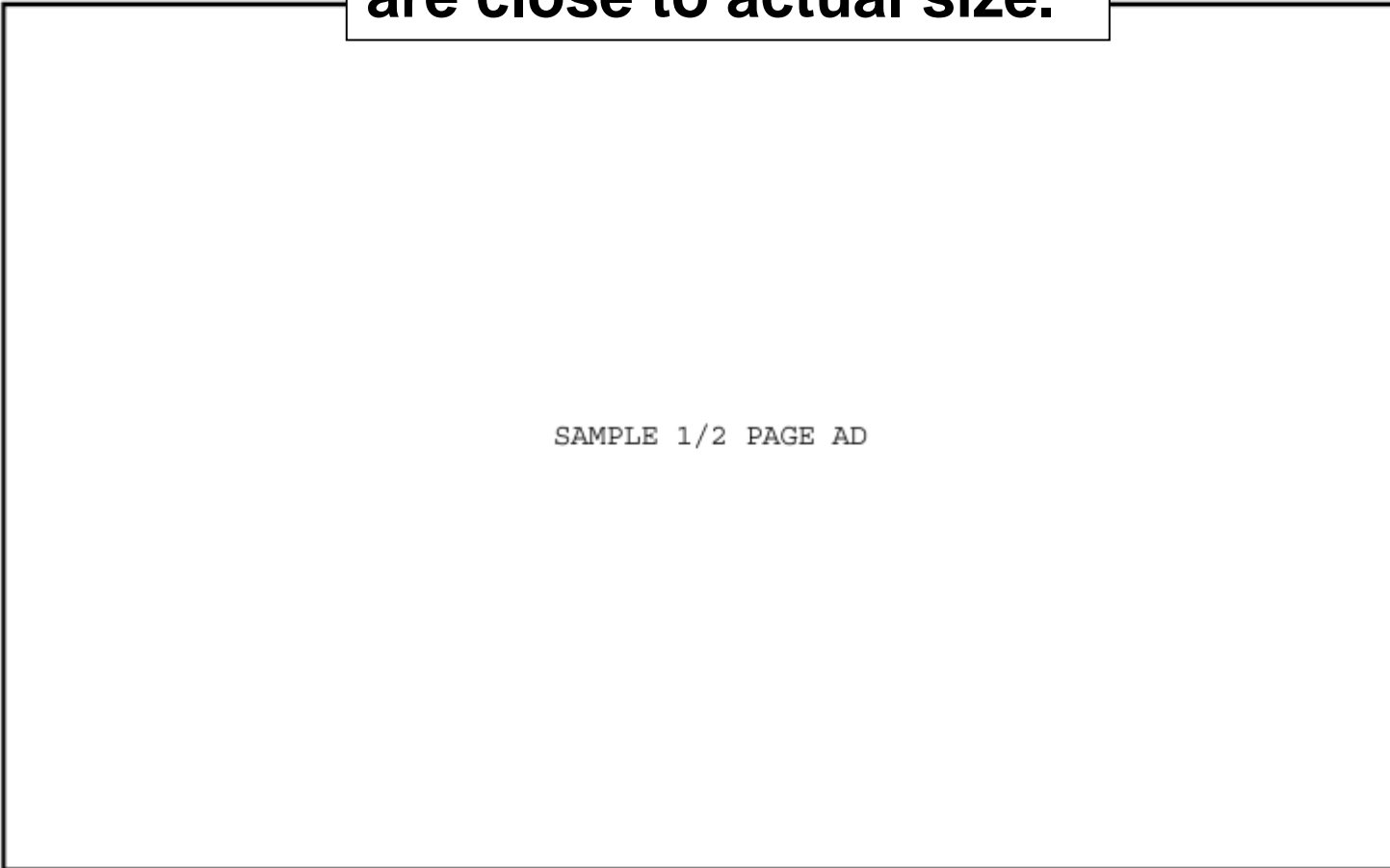
SAMPLE 1/4 PAGE AD



SAMPLE BUSINESS CARD



**Size of ads on this page  
are close to actual size.**



SAMPLE 1/2 PAGE AD

London Aquatic Club  
1045 Wonderland Road N  
London, Ontario, N6G 2Y9



June 2009

Dear

On Saturday and Sunday July 11 and 12, 2009, the London Aquatic Club will host the 32<sup>nd</sup> Annual Dr. Paul Hauch Invitational Swim Meet. This major meet attracts 250 - 300 swimmers from inside and outside Ontario.

Sponsorships for this meet provide an important source of revenue for our Club. We ask that you consider the purchase of an advertisement to help sponsor this meet. Your ad will run in our weekend program that our parents will use for the weekend.

The ads sell as follows:

\$40            business card size ad + one event listing in the Program

\$75            ¼ page ad + 2 event listings in the Program

\$140          ½ page ad + 3 event listings in the Program

Please note that the above prices INCLUDE 5% GST. Our deadline for ads being received for our Program is Tuesday June 30<sup>th</sup>, 2009.

The London Aquatic Club has produced many national and international class swimmers from a dedicated group of young people who train anywhere from 10 hours per week to over 20 hours per week at the national level.

Please remember that all international athletes come from local club levels such as ours. Please support us in this venture. Thank you for taking the time to consider this request.

Yours truly,

*“London Aquatic Club: Celebrating 62 years of excellence!”*

London Aquatic Club  
1045 Wonderland Road N  
London, Ontario, N6G 2Y9



June 2009

Dear Corporate Sponsor,

On behalf of the London Aquatic Club, I would like to thank you for your company's past advertising support. Once again, we are seeking advertising sponsors for our Dr. Paul Hauch Invitational Swim Meet.

This year the meet will be held the weekend of July 11 and 12, 2009. This swim meet has attracted approximately 250 – 300 swimmers and their coaches and families from inside and outside Ontario. The London Aquatic Club will have 60 - 70 local families at this meet!

This meet is a major source of income for our club and the money generated through the advertising is used to offset operating costs and provide ongoing support of our athletes. Ads are being sold as follows:

- \$40            business card size ad + one event listing in the Program
- \$75            ¼ page ad + 2 event listings in the Program
- \$140          ½ page ad + 3 event listings in the Program

Please note that the above prices include 5% GST (GST number 10337 8279 RT0001). Our deadline for ads being received for the Program is Tuesday June 30<sup>th</sup>, 2009.

Once again, I would like to thank you for your support in the past and hope that you will consider supporting our athletes again this year.

Sincerely,

*“London Aquatic Club: Celebrating 62 years of excellence!”*

**SPONSOR INFORMATION SHEET  
DR. PAUL HAUCH INVITATIONAL SWIM MEET**

Name of Firm: \_\_\_\_\_

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

\_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Person Contacted: \_\_\_\_\_

LAC Representative: \_\_\_\_\_

Size of Ad: \_\_\_\_\_ Payment received? \_\_\_\_\_

**SPECIAL INSTRUCTIONS**

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Attach CAMERA READY artwork (be sure size of ad is correct!) or  
e-mail electronic file jpg, pdf or psd format to [drbloch@rogers.com](mailto:drbloch@rogers.com)

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Cheque made payable to: LAC or London Aquatic Club

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Return COMPLETED sheet by **Tuesday June 30<sup>th</sup>, 2009:**

Rose Bloch-Hansen  
835 Hickory Road  
London, Ontario N6H 2V3  
Phone: 473-3444  
Email: [drbloch@rogers.com](mailto:drbloch@rogers.com)

**THANK YOU FOR YOUR SUPPORT!**

**2009 Protected Sponsor Listing By Business**  
**\* family left club last season**

A & B Party & Tent Rentals	Club
Attic Books	Marshall
Blake Mechanical Services Inc.	Bloch-Hansen
Body Perks	Jensen
Bradford Counselling Service	Bradford
CIBC Wood Gundy – Douglas S Berk & Associates	Barker
Camp Chikopi	Club
Canada Games Aquatic Centre	Club
Chris Drew, FSA	Club *
Cyberothics	Club *
Delta Faucet	Club
Dr. Ida Kiss	Club *
Eclipse Promotional Products	Adkin
Elite Personal Training Studio	Marshall
Ernst and Young	Walker
Excel Swim School	Midgley
Fix Right Automotive Ltd.	Club *
Good Year Tire	Club *
Grogan Ford	Midgley
Harmony Grand Buffet	Bloch-Hansen
Hollandia Pools and Spas	Club
Joyce's Sewing Shop	Marshall
Lite Form	Club
Live to Learn	Jensen
MNSA – Malhotra Nicholson Sheffield – John Nicholson	Barker
McLean Scale Co. Ltd.	Club *
Menear Worrad & Associates	Bradford
Mongolian Grill	Marshall
Neal, Pallett & Townsend	Roman
Nerds on Site	Club *
Nothers	Club
Oke Woodsmith	Club
Olympia Engineering	Club *
Pinnacorp Ltd – Margaret L Brown	Jones
Preferred Collision	Club *
Professional Advisors	Club *
Quantum – Joseph Branco	Marshall
Ramada Inn	Club
Romanson Dental Care	Club *
Scotia Bank – Ted Riquinha	Jones
Sheri's Sewing Services	Cappa
Sleeper Management Inc.	Neal
Sutherland's Furniture	Jensen
Swim II Win Swim Camps	Club
Tanning Research Laboratories Inc.	Roman
TD Waterhouse – Sang Kim	Marshall

Thompsons Promotions	Jensen
TSC Stores – Hyde Park	Mitchell-Wolfe
Team Aquatic Supplies	Club
Thomas Ferris Educational Consultant	O’Brien
Tim Hortons	Club
Trojan Technologies	Jensen
Trillium Foundation	Club
Tuckery Home Hardware	Marshall
Whitehills Animal Hospital	Club *
World Transplant Games	Club
Young & Co.	Young
ZippyPrint	Club

London Aquatic Club  
1045 Wonderland Road N  
London, Ontario, N6G 2Y9



*“London Aquatic Club: Celebrating 62 years of excellence!”*

London Aquatic Club  
1045 Wonderland Road N  
London, Ontario, N6G 2Y9



June 2009

Dear

On behalf of the London Aquatic Club I would like to thank you for your advertising support of our 32<sup>nd</sup> Annual Dr. Paul Hauch Invitational Swim Meet. I am including a copy of your ad for your information.

Please consider this your invoice for advertising as follows: (circle item)

\$40 Business card ad plus 1 event listing in the Program

\$75 ¼ page ad plus 2 event listing in the Program

\$140 ½ page ad plus 3 event listing in the Program

The above prices include 5% GST – GST Registration No. 10337 8279 RT0001.

Our club is a non-profit, non-subsidized organization striving to provide young athletes with an opportunity to achieve personal excellence in competitive swimming. Thank you for helping us achieve our goal! We look forward to your continued support.

Yours truly,

*“London Aquatic Club: Celebrating 62 years of excellence!”*