

SPONSORSHIP PACKET

What is the National Drowning Prevention Symposium?
An opportunity for...



...EDUCATION...



...PARTICIPATION...



...DEMONSTRATION...



2009~2010



...SHARING
RESOURCES...

...NETWORKING...



...HONORING...



What is the NDPA?

Our Mission: To be a catalyst in drowning prevention

The National Drowning Prevention Alliance (NDPA) is a nonprofit organization devoted to the advancement of drowning prevention efforts at the national and community levels. The NDPA officially received federal 501(c)(3) not-for-profit status in the fall of 2004. The NDPA's volunteer Board of Directors and Advisory Council continue to guide the organization on a path to success through legislation, educational programming, research and data, and family support. As an alliance, many like-minded organizations, individuals, and agencies come together, united within the NDPA to stand behind one importance fact: *Drowning IS Preventable*.

The NDPA is now planning its 9th Annual National Drowning Prevention Symposium, recognized as one of the nation's premier aquatic safety conferences. The Symposium is renowned for attracting attendees from diverse backgrounds, establishing valuable connections, and creating calls to action.

NDPA Goal for 2009-2010

The NDPA Board of Directors is committed to achieving the objectives outlined in a two-year plan established last year, which expands membership benefits while assuring the financial sustainability of the organization. In the past year, the NDPA created a long-term Business Plan, adopted a Core Beliefs statement, and successfully had the group's first position paper ("Layers of Protection") published in the *International Journal of Aquatic Research & Education* (Aug. 2009). The Swim For Life Foundation became the NDPA's first Sustaining Partner, making a two-year commitment to provide financial support to the NDPA.

The NDPA's two-year plan, which focuses on increasing membership significantly by July 1, 2010, includes objectives and strategies to provide the best available resources, publications and information to NDPA members to support drowning prevention efforts across the country. The group plans to upgrade membership benefits and the NDPA website before the end of 2009, followed by a nationwide membership campaign.

Planning for the 2010 National Drowning Prevention Symposium in Pittsburgh is well underway. You will find many conference sponsorship opportunities outlined in this packet. We encourage you to consider these opportunities to help the NDPA achieve the important goal of decreasing drowning. Our past and present sponsors have fueled the progress NDPA has made toward this goal. Our sponsorship have also benefited, and many continue to participate year-after-year. With your support, the NDPA will continue to grow and expand our drowning prevention efforts well into the future.

Sponsorship Opportunities

NDPA SPONSORSHIP

\$25,000 Sustaining Partner

SYMPOSIUM SPONSORSHIPS

\$20,000 Presenting Sponsor

\$10,000 Diamond Sponsor

\$5,000 Platinum Sponsor

\$2,500 Gold Sponsor

\$1,000 Silver Sponsor

\$500 Bronze Sponsor

Complete descriptions of benefits can be found in the supplemental document, NDPA Sponsorship Levels & Benefits

2008-2009 Sponsors

Swim for Life Foundation
\$25,000 Sustaining Partner

MG International (AquaSensor)
\$20,000 Presenting Sponsor

D&D Technologies
\$10,000 Diamond Sponsor

IPSSA
\$5,000 Platinum Sponsor

US Swim School Association
\$5,000 In-Kind as Symposium Host

International Swim Instructors Association
\$5,000 In-Kind as Symposium Co-Host

SWIM Central of Broward County
\$5,000 In-Kind Donations

Broward Sheriff's Division of Fire Rescue
\$5,000 In-Kind Donations

USA Swimming
\$2,500 Gold Sponsor

The SWIMS Foundation
\$2,500 Gold Sponsor

Joe DiMaggio Children's Hospital
\$2,500 Gold Sponsor

DSG Designs
\$2,500 In-Kind Donations

Stingl Products
\$1,500 Silver Plus Sponsor

National Swimming Pool Foundation
\$1,000 Silver Sponsor

Children's Services Council Broward County
\$1,000 Silver Sponsor

Drowning Prevention Foundation
\$1,000 Silver Sponsor

Association of Pool & Spa Professionals
\$1,000 Silver Sponsor

Pool Safety Council
\$1,000 silver Sponsor

Foundation for Aquatic Injury Prevention
\$500 Bronze Sponsor

Safe Kids Worldwide
\$500 Bronze Sponsor

Lee Memorial Health Systems
\$500 Bronze Sponsor

World Fence News
\$500 Bronze Sponsor

2009-2010 Sponsorship Benefits

Refer to NDPA Sponsorship Levels & Benefits Document for details

\$25,000 NDPA SUSTAINING PARTNER

- Premier Acknowledgment & Recognition in all NDPA general marketing, correspondence, outreach materials, member communications, news releases, and NDPA website.
- Honorary Position on the NDPA Advisory Council for duration of sponsorship
- Receive quarterly finance and progress reports
- 10 complimentary registrations to attend the annual Symposium, and complimentary exhibit table
- A decorative plaque will be presented to the Sustaining Partner as a token of appreciation
- Acknowledged as a Guest of Honor at the NDPA Symposium and the NDPA Awards Luncheon

\$20,000 SYMPOSIUM PRESENTING SPONSOR

- Top billing in all symposium-related marketing and NDPA communications.
- 10 complimentary registrations to attend the Symposium
- Top Symposium marketing opportunities: free exhibit table and premier advertising space in the syllabus
- Top billing in all Symposium printed materials and signage
- Exclusive sponsorship recognition at the NDPA Awards Luncheon with speaking opportunity

\$10,000 SYMPOSIUM DIAMOND SPONSOR

- Recognition as a Diamond Sponsor in all Symposium-related marketing and NDPA communications
- 5 complimentary registrations to attend the Symposium
- Excellent Symposium marketing opportunities: free exhibit table and advertising space in the syllabus
- Recognition as a Diamond Sponsor in all Symposium printed materials and signage
- Exclusive sponsorship recognition at either the Symposium Networking Reception or the Exhibit Hall

\$5,000 SYMPOSIUM PLATINUM SPONSOR

- Recognition as a Platinum Sponsor in all Symposium-related marketing and NDPA communications
- 3 complimentary registrations to attend the Symposium
- Excellent Symposium marketing opportunities: free exhibit table and advertising space in the syllabus
- Recognition as a Platinum Sponsor in all Symposium printed materials and signage
- Exclusive sponsorship recognition one Major Symposium Event of your choice (Keynote Presentation Day One, Keynote Presentation Day Two, Luncheon Day Two or Media/Demonstration Event)

\$2,500 SYMPOSIUM GOLD SPONSOR

- Recognition as a Gold Sponsor in all Symposium-related marketing and NDPA communications
- 2 complimentary registrations to attend the Symposium
- Excellent Symposium marketing opportunities: free exhibit table and advertising space in the syllabus
- Recognition as a Gold Sponsor in all Symposium printed materials and signage
- Exclusive sponsorship recognition at one Core Symposium Event of your choice (Welcome Reception, Breakfast Day One, Breakfast Day Two, JADES Breakfast, or Showcase of Programs)

\$1,000 SYMPOSIUM SILVER SPONSOR

- Recognition as a Silver Sponsor in all Symposium-related marketing and NDPA communications
- 1 complimentary registration to attend the Symposium
- Excellent Symposium marketing opportunities: free exhibit table and advertising space in the syllabus
- Recognition in all Symposium printed materials and signage with logo

\$500 SYMPOSIUM BRONZE SPONSOR

- Recognition as a Bronze Sponsor in all Symposium-related marketing and NDPA communications
- Complimentary Exhibit Table at the Symposium
- Recognition in all Symposium printed materials and signage

2009-2010 Board of Directors

~Officers~

PRESIDENT

Kim W. Tyson
University of Texas at Austin

VICE PRESIDENT

Robert Ogoreuc, M.ED., EMT-B
Slippery Rock University

TREASURER

Maureen Williams
D&D Technologies, USA

SECRETARY

Tiffany Isaacson
Water Watchers at Phoenix
Children's Hospital

IMMEDIATE PAST PRESIDENT

Johnny Johnson
Blue Buoy Swim School
Swim for Life Foundation
US Swim School Association

EXECUTIVE DIRECTOR

Kristin Goffman
Ex Officio, Non-voting

Michael Bernstein, M.ED
Southern Nevada Health District

Kim Burgess
International Swim Instructors
Association, Inc.

Peter Chambers, PhD, DO
Tri-County Memorial Hospital

Mary Ann Downing
Pool Safety Solutions

Gerald M. Dworkin
Lifesaving Resources, Inc.

Diane Holm
Lee County, FL, Division of Public
Safety

Cindy Johnson
Blue Buoy Swim School
Swim for Life Foundation

Linda Kirby
Phoenix Fire Department

Tomás Leclerc, M.S.
City of Albuquerque

Mike Low
Stingl Products LLC

Michelle Lubahn, CHES, CLE
Children's Hospital of Orange
County

Sue Nelson
USA Swimming

Jim Paterson
D&D Technologies, USA

Kim Patrick
Loma Linda University Children's
Hospital

Matt Payne, EMT-P
Rialto Fire Department

Nadina Riggsbee
Drowning Prevention Foundation

James Underwood, RADM
Retired US Coast Guard
URS EG&G Division

Tim Woodward
Captain, Littleton Fire Rescue

2009-2010 Advisory Council Members

Matt Berman
SWIM Central of Broward County

Helen Bloch
Association of Pool & Spa Profes-
sionals

Gary Dover
Gary Dover, CPA

Rob Dudley
Zhappo Studios

Chrissy Cianflone, J.D.
Safe Kids Worldwide

Cecilia Duer
Water Safety Congress

Ronald Gilbert
Foundation for Aquatic Injury
Prevention

Julie Gilchrist, MD
US Centers for Disease Control

John Harrington, FACHE
Banner Del E. Webb Medical
Center

Marcia Kerr
US Consumer Product Safety
Commission

Tom Lachocki, Ph.D
National Swimming Pool
Foundation

Jim O'Connor
Miami-Dade Park & Recreations
Department

Javier Payan
IPSSA

Timothy Robinson, BS, EMT-P
Lieutenant, Concord Fire Dept.

Anna Stewart, BS, MPA
Drowning Prevention Coalition of
Palm Beach County

Cynthia Stubbins
Aquatic Safety Consultant

Troy Whitfield
US CPSC

Core Beliefs of the NDPA

First and foremost, we believe that drowning is preventable.

We believe in safer aquatic recreation for everyone.

We believe that any person can drown regardless of age, race, or swimming ability.

We believe that drowning is a complex public health issue requiring a multifaceted approach using multiple prevention strategies.

We believe in layers of protection.

We believe in active adult supervision whenever children are in, on, or around water.

We believe in lifeguards and water watchers.

We believe in multiple barriers to prevent unauthorized access to unsupervised water.

We believe in entrapment prevention and anti-entrapment devices.

We believe all teens and adults should learn CPR.

We believe in safe water rescue techniques.

We believe in swimming instruction that includes water safety education.

We believe swim lesson programs for children should also teach parents realistic expectations of their children's swimming ability.

We believe that no single prevention strategy can ever be relied on alone.

We believe in scientific research and program evaluation.

We believe in engineering advancements to continually improve equipment performance.

We believe in sound legislation to ensure public safety.

We believe in community outreach and education to promote awareness of drowning dangers and best practice prevention tips.

We believe in boating laws and education that provide for safer water recreation activities.

We believe in U.S. Coast Guard approved life-jackets or personal flotation devices (PFDs).

We believe that no one should ever swim alone.

We believe that alcohol and drug use should never be combined with water recreation.

We believe in certification programs for lifeguards and swim instructors.

We believe parents have good intentions for their children.

We believe that the people who have lost their lives or suffered injury from drowning propel us in our mission ~ they will never be forgotten.

We believe no other parent should endure the tragedy of losing a child to drowning.

We believe that our alliance can make a difference and we believe that...

Drowning is Preventable

