



## **Fort Lauderdale's Swimming Centennial Celebration:**

### **A Four-Day Splash to Celebrate Aquatics**

**May 5 – 8, 2011**

The 47<sup>th</sup> International Swimming Hall of Fame (ISHOF) Induction Dinner will be part of the City of Fort Lauderdale's Centennial Celebration to Celebrate Fort Lauderdale's Famous Beach and Swimming & Diving Heritage. With a Swimming Community Outreach effort in the Tri-County area to promote Water Safety for Families in South Florida, the following events will be held: AT&T/USA Diving Grand Prix, 10K Open Water Race, Guinness World Record dive attempt into 12" of water by Professor Splash and a Cultural Festival to celebrate Asian Pacific Heritage Month.

International news media will report on the attendance by Prince Albert II of Monaco, who will marry Charlene Wittstock on July 2<sup>nd</sup> in the first marriage of a sitting prince since Albert's father Prince Ranier III was married to Albert's mother, Grace Kelly in 1956. Ms. Wittstock is an Olympic swimmer for South Africa and will become the First Crown Princess since Grace Kelly, who died in 1982. Prince Albert has been a member of the International Olympic Committee since 1985. We also note that Prince Albert's maternal uncle, John B. "Jack" Kelly, Jr. was a long-time supporter of the ISHOF and served as President of the Board of Directors from 1981-1984. Prince Albert's maternal aunt, Mary Freeman Kelly Spitzer, was a member of the 1952 U.S. Olympic Swimming Team and is an honoree in the ISHOF.

The Celebrations will commence on Thursday morning, May 5<sup>th</sup>, with the preliminary rounds of the AT&T USA Diving Grand Prix. Team USA will go head-to-head against the best in the world, including the great stars from People's Republic of China at the Hall of Fame Pool Thursday through Sunday. Finals will be held from noon to 5 P.M. on Saturday and Sunday.

An official kick-off event will be held Thursday night at Beach Place, featuring a news conference with organizers and some of the world's best swimmers and divers with the purpose of attracting members of the Tri-County area to the weekend's events as well as to advocate Water Safety. Coupons for a Free Fitness Swimming Evaluation and Lesson at the ISHOF Pool, good for use during the month of May will be distributed at the event.

The Induction ceremonies and dinner will take place at the Broward County Convention Center on Friday Evening, May 6<sup>th</sup>. Joining the ranks of the world's most accomplished swimmers into the Hall of Fame is Australian great, Ian Thorpe. With his recent decision to come out of a four-year retirement to compete in the 2012 Olympics, 28-year old Thorpe may become the first member of the International Swimming Hall of Fame to compete in the Olympics after becoming enshrined. Thorpe retired from swimming in 2006 at the age of 24, having won nine medals in two Olympiads, and will attempt to build upon his achievements in an unprecedented return to the sport. Others to be inducted include swimmers Lenny Krayzelburg of the USA, Australian Petria Thomas, synchronized swimming great Miya Tachibana of Japan, Serbian water polo superstar Alexandar Sostar, British marathon swimming great Michael Read, Australian Contributor Tom Hoad, Hungarian Water Polo Coach and 3-time winner of the Olympic Games, Denes Kemeny, among others. FINA's media director, Pedro Adrega will also be recognized as the recipient of the Al Schoenfield Media Award.

The world's top open water swimmers will race on Saturday, May 7th, along Fort Lauderdale's famous beach in an Open Water 10K. This event may attract swimming greats such as Michael Phelps, Ryan Lochte, and Aaron Peirsol, who will support the 1<sup>st</sup> annual race in memory of Fran Crippen, the American Open Water swimming great who drowned last October during a race in Dubai. Fran was the winner of the 2009 Fort Lauderdale Rough Water Swim and was America's best hope for an Open Water Olympic medal in 2012.

Saturday Night's Paragon Awards will recognize leaders in the world of competitive and recreational aquatics and will feature a presentation by Open Water swimmer and environmental campaigner, Lewis Gordon Pugh.

A Polynesian Cultural Festival celebrating Asian Pacific Heritage Month will take over Alexander Park all day long on Saturday and Sunday with performances from hula dancers, Taiko drummers, dragon dancers, and musicians along with arts and crafts and sponsor booths. Also, on Saturday night Darren Taylor (aka "Professor Splash") will attempt to set a Guinness World Record jump from over 35 feet into 12" (that's inches) of water.

On Sunday, Ark Boards will sponsor a Paddle Board race in the Ocean and will provide boards and instruction for novices who wish to learn and attempt the sport. All events will begin in front of the Hall of Fame.

More news will originate from Fort Lauderdale to the world-wide Olympic and Swimming community from USA Swimming, Inc. Board of Directors meeting that will be taking place concurrent with all other events.

Finally, the ISHOF Museum and its newest exhibit, *100 YEARS OF SWIMMING IN FORT LAUDERDALE*, will be open free of charge during the entire Centennial Celebration.

## **TENTATIVE EVENT SCHEDULE:**

### **Thursday, May 5:**

- Opening Ceremony & News Conference from 5pm-9pm (Beach Place)
- AT&T/USA Diving Grand Prix Prelims (Hall of Fame Pool)
- Grand Opening of Centennial Celebration of Swimming In Fort Lauderdale Exhibit (ISHOF Museum)

### **Friday, May 6:**

- AT&T/USA Diving Grand Prix (Hall of Fame Pool)
- Gold Medallion Luncheon (ISHOF Auditorium)
- Meet & Greet Welcome Reception with Honorees and Award Recipients at 6:00pm (Convention Center)
- 47th Annual Honoree Dinner Induction Ceremony (Convention Center)

### **Saturday, May 7:**

- World Professional Open Water Swim 10K event (USA Swimming/ISHOF)
- AT&T/USA Diving Grand Prix Finals (Hall of Fame Pool)
- Junior Lifeguard & Age Group races / (Swim for Health (Noon))
- Polynesian Cultural Festival celebrating Asian Pacific Heritage Month (Alexander Park)
- ISHOF, Paragon & Annual Awards (ISHOF Museum)
  - Cocktail Reception at 6:00pm (ISHOF Art Gallery)
  - Awards at 7:00pm (ISHOF Auditorium)
- Guinness World Record dive attempt into 12' of water by Professor Splash at 1:00pm

### **Sunday, May 8:**

- AT&T/USA Diving Grand Prix finals (Hall of Fame Pool)
- Stand Up Paddle Board Races – Elite to Novice and Free Instruction



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#### **SPONSOR / PARTNER OPPORTUNITIES**

##### **Title Sponsor: \$30,000**

- Prominent name recognition in all event promotions
- Inclusion in print and newspaper advertising
- Digital banner display at all ISHOF functions
- Logo Placement on inside front or back cover of Program
- Product Giveaway at Centennial Celebration events
- Reserved Booth at Cultural Festival
- Two VIP Tables for 10 at ISHOF Induction Dinner
- Embedded Website Link from Event website
- Live acknowledgement of sponsorship
- Complimentary wine at each VIP dinner table
- Commemorative gift bag for all guests

##### **10K Open Water Swim Sponsorship: \$20,000**

- Presenting Event Sponsor of 10K Open Water Swim
- Presenting Event Sponsor of Water Safety Clinic
- Prominent name recognition in all event promotion

One VIP Table for 10 at ISHOF Induction Dinner  
Inclusion in newspaper and print advertising  
Digital banner display at all ISHOF functions  
Logo Placement in Program  
Embedded Website Link from Event website  
Product Giveaway at 10K Open Water Swim  
Reserved Booth at Cultural Festival  
Live acknowledgement of sponsorship

**Polynesian Cultural Festival Sponsorship: \$10,000**

Presenting Event Sponsor of Polynesian Cultural Festival  
Logo Placement on Stage  
Prominent name recognition in all event promotion  
Inclusion in print and newspaper advertising  
One VIP Table for 10 at ISHOF Induction Dinner  
Digital banner display at all ISHOF functions  
Logo Placement in Program  
Live acknowledgement of sponsorship  
Reserved Booth at Cultural Festival  
Product Giveaway at Polynesian Cultural Festival

**Professor Splash Guinness World Record Dive Sponsorship: \$10,000**

Presenting Event Sponsor of Professor Splash Guinness World Record Dive  
Prominent name recognition in all event promotion  
Inclusion in print and newspaper advertising

One VIP Table for 10 at ISHOF Induction Dinner

Digital banner display at all ISHOF functions

Logo Placement in Program

Reserved Booth at Cultural Festival

Product Giveaway at Professor Splash Guinness World Record Dive

**Paddle Board Races Sponsorship: \$10,000**

Prominent name recognition in all event promotion

Inclusion in print and newspaper advertising

One VIP Table for 10 at ISHOF Induction Dinner

Digital banner display at all ISHOF functions

Logo Placement in Program

Reserved Booth at Cultural Festival

**Patron Sponsor– Free Museum Days: \$5,000**

Presenting Sponsor for Free Museum Days

Prominent name recognition in all event promotion

One VIP Table for 10 at ISHOF Induction

Logo Placement in Program

**Suppliers**

VIK determined case by case