

NIKE PROMOTIONAL PACKAGE USA CLUB TEAM



This new NIKE team exclusive outfitting package has been customized for you and your Sectional, Jr. National and National teams. This is an agreement between your team and NIKE Swim. The agreement shall remain in effect through the duration listed below regardless of any coaching changes.

LENGTH OF AGREEMENT : _____ to **August 31st, 2011.**

COACHING PACKAGE: As needed

- NIKE warm-up
- NIKE briefcase
- NIKE solid polo shirt
- NIKE team banner (up to \$400, once per contract)
- **Coaching staff incentive bonus:** team will receive \$250 in Nike Elite dollars
 - After the first calendar year of the contract, Nike Elite dollars will equal 10% of all total team NIKE expenditures (not including meet sales) through an authorized team dealer.

NATIONAL OUTFITTING PACKAGE: [Athlete must attend competition to receive outfitting]

- NIKE Swift performance suit for every nationals
- NIKE warm-up every second year (or as needed)
- NIKE T-shirt for every nationals
- NIKE goggle for every nationals (or as needed)
- NIKE back pack as needed
- NIKE shoes once per year at summer nationals

JR. NATIONAL OUTFITTING PACKAGE: Athlete must attend competition.

- NIKE Hydra performance suit for two junior nationals each year
 - NIKE Swift performance suit may be purchased at a 50% discount (instead of free Hydra)
- NIKE warm-up: buy one, get one free.
- NIKE T-shirt for every junior nationals
- NIKE goggle for every junior nationals
- NIKE back pack per athlete every second year (or as needed)

SECTIONAL OUTFITTING PACKAGE: Athlete must attend competition.

- Buy three, get one free on Hydra performance suits
- NIKE Swim goggle for every sectionals

→ One package per athlete per season.

→ If an athlete receives a promotional product, he or she **must** wear that product at the given competition.

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TEAM REQUIREMENTS:

- **Package deal:** The team is required to purchase for each USA registered member one Nike team suit once per year through an authorized NIKE team dealer.
 - Once a year, the team will receive 35% off retail price on team warm-ups and NIKE backpacks through an authorized NIKE team dealer.
 - ** This is the **RS35 Discount**.
 - By December 31, 2009, 50% of the team is required have purchased NIKE warm ups and NIKE back packs. Failure to meet this requirement will result in the loss of NE for the remainder of the agreement, or until 50% of members have purchased warm ups and back packs.
- NIKE reserves the right to use the coach in one appearance per year on behalf of the company. All expenses will be paid by NIKE. Dates and event description will be subject to coach approval
- If the team owns its own pool and has lifeguards, it will purchase NIKE Swim lifeguard apparel whenever possible.
- The team will purchase NIKE Swim polos for pool staff whenever possible.
- Team outfitting will consists exclusively of NIKE Swim product. No competing swim brands products can be part of "team outfitting/apparel" unless specific swim product is not currently offered by NIKE Swim.
- Entire team must wear NIKE outfitting exclusively at Sectionals, US Open, Grand Prix, Olympic Trials and Jr & Sr Nationals at all times, including in warm up before and after the competition. If another competitive swim brand is promoted, 25% of NE will be removed from the subsequent year's contract for each infraction.
- Entire coaching staff must wear NIKE outfitting exclusively at all local, regional, national, international team workouts, competitions and during any marketing opportunities including newspaper, web site and magazine photos ect. If another competitive swim brand is promoted, 25% of NE will be removed from the subsequent year's contract for each infraction.
- **No other competitive brand can be promoted by a NIKE Swim team.**
- NIKE brand will be promoted on all team newsletters, web sites, etc.
- NIKE will be promoted in all meet programs and heat sheets at all hosted competitions.
- The team will have an authorized NIKE team dealer at all hosted competitions with at least 75% NIKE products. Only NIKE Swim banners can be displayed. Team dealer is required to bring 100% NIKE Swim goggles. No goggles other than NIKE are allowed.
- All NIKE teams must have a NIKE team banner up at all meets.
- Sponsorship goal to help recruit one new NIKE team per year.
- The terms and conditions of this proposal shall be held confidential between coach and/or authorized team representative and NIKE Swim.

WELCOME and THANK YOU for joining The NIKE Swim family!

_____	_____	_____
Team Name	Head Coach	Board Member
_____	_____	_____
Nike Swim Rep	Team Dealer	Date

Please fax signed contract to BJ Miller at (970) 484-3867.
For more information, please contact BJ Miller, Nike Swim Sports Marketing Manager,
at (970) 482-3172 or e-mail at barbara.miller@pery.com