

Cullen Jones **Diversity Swim Tour**



Less than 2% of swimmers registered in the United States are made up of minorities

Cullen Jones Can Change That!

Option 1: Swim Clinics

- Swim Clinic
- Children's Hospital Visit
- School Assemblies
- Dinner with Local Politicians
- Autograph Signing & Photo Session
- Sponsor related materials given out to all attendees
- Media Available at all events



Sponsor Gift Bags to include:

- Logoed Swim Cap
- Make A Splash Information
- Stickers/Temporary Tattoos
- Keychains
- Other collateral materials

Option 2: Swim Meets

- Two day meet open to all area clubs
- Motivational Talk from Cullen
- Scholarship Awarded to club recognizing diversity
- Sponsor related materials given out to all attendees
- Media Available at all events



3 Events in 2008:

- Northeast
- North Carolina
- West Coast
- Up to 8 events in sponsor selected markets in 2009



TOYOTA



The water knows no color, why should we?