

# STEFAN HIRNIAK



## 2011 SPONSORSHIP PROPOSAL

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## INTRODUCTION

Stefan started swimming as a baby when his mother enrolled him to a swim class for infants and their mothers. Growing up, Stefan was never far from the water as he continued to develop himself as a talented age-group swimmer. He spent his high school career swimming for the Scarlet Aquatic Club under Brian Brown and Tom Speedling. In 2003 Stefan graduated from Princeton Day School and accepted an athletic scholarship to swim at the University of Virginia under coach Mark Bernardino; Stefan chose the University of Virginia because of its excellent swimming and academic reputation.

Over the course of his career at Virginia, he earned nine All-ACC honors and was a ten-time NCAA All-American. Stefan graduated from Virginia in 2007 and moved to Victoria, British Columbia to swim for Randy Bennett and Island Swimming. During the summer of 2007, Stefan competed for Canada at the Pan American Games in Rio de Janeiro, where he won his first international medal in the 4x200 freestyle relay. Stefan went into the Olympic year determined to make the Canadian Olympic team in the 200 meter butterfly; however a tough fourth place finish cost him a spot on the team.

He came back in the 2008-2009 season determined to regain his spot as the top butterfly in Canada. The hard work and dedication paid off in a berth to the 2009 FINA World Championships in Rome, Italy. In Rome, Stefan broke the long course Canadian record in the 200 meter butterfly with a time of 1:57.43.



Following the World Championships, Team Canada traveled to Leeds, England to race the British national team in a short course



(cont.)

grand prix meet. Stefan and his teammates in the 4x200 relay set a new world record time of 6:51.08, overturning the world record held by the Australian team. While at the British Grand Prix, Stefan also broke the Canadian record held by former Virginia Cavalier, Shamek Pietucha, in the 200 butterfly.

Stefan followed up the 2009 season with a very successful 2010 season starting by making the Pan Pac championship team after winning gold in the summer nationals. Stefan broke his own Canadian record in the 200 fly at the 2010 Pan Pacific championships in Irvine, California, finishing eighth in a very accomplished field including Michael Phelps. This performance qualified him for the Commonwealth Games in Delhi, India in October 2010. At this meet he bettered his Canadian record once again, winning a bronze medal in the 200 fly, one of only three Canadian men to win a medal at these competitive world games. Stefan was also a member of all three Canadian men's relay teams, in addition to making the finals of the 100 fly and 200 free.

Stefan is now preparing for the 2011 world championships in Shanghai, China, which serve as another milestone on the way to the 2012 Olympics.



## OBJECTIVES

### 2011

The 2011 season will be used as another stepping-stone towards getting on the podium in London. Stefan has always dreamed of racing in the Olympics, and standing on the podium would be the realization of a lifelong dream. In the meantime the main focus for this season is the FINA World Championships in Shanghai, China. This meet will be a valuable indicator of his progress as we move into the Olympic year and on to London.

# ANNUAL BUDGET

## 2010-2011 SEASON EXPENSES

### TRAINING & COMPETITION EXPENSES

• Travel	\$ 4,000
• Accomodations	N/A
• Coaching	N/A
• Club/Team fees	N/A
• National Team fees	N/A
• Equipment	\$ 500
• Other (food, nutrition, recovery and other expenses while on training/racing trips)	\$ 3,000

### LIVING EXPENSES

• Housing	\$ 7,500
• Utilities	\$ 1,320
• Transportation (car, bus, gas, insurance, etc.)	\$ 10,000
• Food/Nutrition (organic foods, recover products, etc.)	\$ 8,400
• Medical/Dental Insurance	\$ 1,250
• Clothing, website, fundraising	\$ 4,000

**TOTAL EXPENSES** **\$ 39,970**

## 2010-2011 SEASON INCOME

Net annual income	\$ 3,000
Carding	\$ 18,000
Prize money from competitions	\$ 6,000
Speaking appearances	\$ 2,000

**TOTAL INCOME** **\$ 29,000**

# SPONSOR BENEFITS

## GOLD CORPORATE SPONSOR

### \$5,000 CASH OR IN-KIND CONTRIBUTION IN EXCHANGE FOR:

- Opportunities for personal meetings or group presentations. Presentation topics include:
  - Training and Nutrition—insights into the high performance lifestyle and tips for those pursuing an active lifestyle.
  - Psychology of Winning—mental performance insights and psychological tools to employ for reaching our human potential
  - Failure vs Success—How to deal with the challenges of goals met and lost, with stories and insights on both results from the world stage.
- Personal appearance at company functions, corporate events, dinners, etc
- One “how to” opportunity for company employees to introduce them to your sport
- Exclusive extended follow up reports after the 5 key events of the 2010 competitive season. Gain rare insight into the realm of high performance swimming at the world class level: the training regimens, nutrition strategies, travel ordeals, adventures, politics and personalities in the world of elite sport.
- Business logo prominently displayed on competition apparel (Primary locations)
- Business name and logo prominently displayed in all print materials
- Name and product mentioned in all media releases
- Potential promotional material distribution at all events
- Tickets for VIP passes to domestic championships
- Competition reports and Post Cards
- Other services pending company needs

## SILVER CORPORATE SPONSOR

### **\$2,500 CASH OR IN-KIND CONTRIBUTION IN EXCHANGE FOR:**

- Opportunity for one group presentation on one of the following topics: Training and Nutrition, Psychology of Winning, or Failure vs Success
- Business logo displayed on all team apparel (Secondary locations)
- Business name and logo displayed in all print materials
- Promotional material distribution at all events
- Competition reports and Post Cards
- Share in the sporting experience and passion for sport with frequent blog and email updates about everything from training to racing and everything in between. Tickets for VIP passes to domestic championships

## BRONZE COMMUNITY SPONSORSHIP

### **\$1,000 CASH OR IN-KIND CONTRIBUTION IN EXCHANGE FOR:**

- Potential for Business logo displayed on team apparel
- Competition reports and Post Cards from major competitions
- Share in the sporting experience and passion for sport with frequent blog and email updates about everything from training to racing and everything in between.
- One autographed self portrait
- Weekly/monthly emails regarding training progress, travel experiences, competitions, etc.

## SPONSOR SUPPORT

Clearly sponsoring an athlete is a major investment and I appreciate all the time you have given to consider this opportunity. I have outlined my needs in the expense vs. income chart and the need for sponsor support is huge. I am looking for someone who is willing to join me in the journey through 2012 in any possible way they see fit. The money that I will receive from sponsors will go directly to helping me perform at the highest level possible and any contribution will be greatly appreciated.

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