

Mechanicsville Recreation Association members,

With spring nearly upon us, we are once again looking forward to our MRA pool opening for the summer season. We have a lot of exciting changes going on at MRA this year.

During the offseason, several members of our MRA family put out the call for help to prevent a potential closure of our association. We had an amazing community response from so many of our great members. Multiple committees have been formed to head up various aspects of running MRA. These committees are managing projects like the social media accounts, our new website, building and ground maintenance, pool operations, social events, and many other areas to help improve your experience at MRA this year!

In addition, we are excited to introduce your new 2024 leadership team:

President - Joshua Parramore

Vice Presidents - Sarah Butler and Chris Wright

Secretary - Tara Lewis

Treasurers - Stas Jones and Catherine Fitzgerald

One of the major differences you will see this year is the return of social events for our MRA members. The BIG FIVE family events for 2024 will be:

- Mon. May 27: Memorial Day (Picnic and Games)
- Sat. Jun 15: School's Out Party
- Thur. Jul 4: Fourth of July Party
- Sat. Aug 17: Endless Summer Party
- Mon. Sep 2: Labor Day/End of Season Party

The only way this is possible is through your membership and continued support of MRA. Just like other organizations, our costs are rising. However, we are committed to staying one of the lowest cost pool memberships in the area with our new pricing: Family membership (all household members) - \$495, Single membership - \$295, Single Senior Citizen membership - 20% off regular single membership, and Non-household resident add-on for Family Membership (must be accompanied by member of household) - \$75. Membership renewals will now also include 5 guest passes. Additional guest passes are available for purchase: \$7 Monday through Friday, \$10 on weekends and major holidays, and a book of 5 guest passes for \$30. Check our updated website for the most up-to-date information, including pool hours, concession info, swim team membership and more!

We have also formed a nonprofit to raise funds for much needed capital improvements and will be looking to partner with local business and community members through sponsorship opportunities and donations. As a non-profit the Friends of MRA will offer many new opportunities to become active supporters of our beloved community pool, from sponsoring our swim team, to umbrellas, to popsicles for guests, as well as general donations to support our pool. Be on the lookout for opportunities to show your support!

In addition, we have two community cleanup days planned to get ready for the 2024 season. Please come out and join on the mornings of:

- Sat. Apr 13th
- Sat. May 4th

We are excited to get to work on making our community pool the premier summer destination for all our neighbors. MRA is planning so many fun things for this summer, and we hope that your friends, family and neighbors will join us in just a few weeks as we begin a new chapter at MRA.

Sincerely,
Joshua Parramore
President

Waves of Exposure in 2024

Bring a tidal wave of exposure to your company with your Mechanicsville Recreation Association (MRA) sponsorship!



The BIG FIVE

5 MRA Family Events in 2024

Memorial Day – Monday, May 27th

School's Out Party – Saturday, June 15th

Fourth of July Party – Thursday, July 4th

Endless Summer Party – Saturday, August 17th

Labor Day Party – Monday, September 2nd

(additional pop-up events)

MRA Pool is open **100** days a year

Approximately **200** membership families plus guests (average over 3 years)

Social Media Spotlight

Your company will be highlighted on our social media platforms during the 2024 swim season



@Mechanicsville Recreation Association
@MRA Marlins Swim Team



@mechanicsville_recreation
@mra.swimteam

Be seen at MRA & the GRAL Championship

Swim Meets -

- 3 home swim meets each swim season
- Company's banner visible to all attendees
- Sponsorship announcements during meets
- Company logo on swim team shirts

Be seen at CHAMPS -

Qualifying swimmers compete at a weekend long event. This event features swimmers from 29 swim clubs across the Richmond area. Your company will be included on a sponsorship page in the 2024 CHAMPS program.

2022 & 2023 CHAMPS Numbers

1,866 qualified swimmers & 3100 families



Mechanicsville Recreation Association
Home of the Marlins
2024 Sponsorship Information



Dear Community Partners,

We would like to **Thank You** in advance for exploring the opportunities to sponsor Mechanicsville Recreation Association (MRA). MRA is a neighborhood pool in old town Mechanicsville where hundreds of families have celebrated summer since 1959. By becoming a sponsor, your company will have a unique opportunity to showcase your commitment to our community and ensure that MRA is enjoyed by Mechanicsville families for years to come.

In addition to summer fun, MRA provides competitive swimming opportunities with a focus on team participation, individual development, and positive sportsmanship. Our program is self-supported and relies solely on registration dues and community partners to pay for coaches, maintain our team's equipment and provide swim apparel.

We offer a wide range of sponsorship opportunities to accommodate your company's preference and budget. We believe that a partnership will mutually benefit both our organizations and our shared commitment to making a positive difference in our community.

Thank you for considering this opportunity, and we look forward to the possibility of having you as a valued sponsor for Mechanicsville Recreation Association.

Sincerely,

The Mechanicsville Recreation Association Community - sponsor@mechanicsvillepool.com

YES! I want to be a sponsor for the 2024 MRA pool season! Sponsor Level (check below)

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Elite (\$1,500) | <input type="checkbox"/> Gold (\$1,000) | <input type="checkbox"/> Umbrella(\$750) | <input type="checkbox"/> Friend (\$500) |
| <input type="checkbox"/> Junior (\$250) | <input type="checkbox"/> Ice Pop (\$100) | <input type="checkbox"/> Swim Team (\$1000) | <input type="checkbox"/> Anonymous _____ |

If you are interested in donating your services please email sponsor@mechanicsvillepool.com

Name: _____ Business: _____

Mailing Address: _____

Phone Number: _____

Email: _____

Please mail this form with your check to:

Friends of MRA

PO Box 222, Mechanicsville, VA 23111

2024 Sponsorship Opportunities

Elite Sponsor- \$1,500 – *Exclusive*

- Custom Company Banner (6ft by 3ft)*
- Logo placement on our website and social media page
- Recognition at all pool events
- 2 annual passes
(transferable – admits 2 people/pass)

Gold Sponsor- \$1,000

- Custom Company Banner (4ft by 2ft)*
- Logo placement on our website and social media page
- Recognition at all pool events
- 10 single day pool passes

Umbrella Sponsor- \$750 *(8 Opportunities Available)*

- Have your logo appear on an 8ft tilt umbrella
- Custom Company Banner (1ft by 2ft)*
- Logo placement on our website and social media platforms.
- Recognition at all pool events

Friend Sponsor- \$500

- Custom Company Banner (2ft by 2ft)*
- Logo placement on our website and social media page
- Recognition at all pool events
- 5 single day pool passes

Junior Sponsor- \$250

- Custom Company Banner (1ft by 2ft)*
- Logo placement on our website and social media page

Ice Pop Sponsor- \$100

- Provide 200 ice pops to the pool guest. We will announce who the ice pops are from when handed out.
- Logo placement on our website and social media page

Swim Team Sponsor- \$1000

- Company name on a plaque on front of a swim block
- Company name on the back of the 2024 swim team shirt ***Due by May 13th***
- Company name announced at home swim meets
- Company logo featured on our MRA GRAL heat sheet page
- Logo placement on our website and social media page

*Custom Banner with your choice of advertisement displayed on the pool fencing for the 2024 season!

Spirit Wear Fundraiser!!

Marlin T-shirt

Available in Adult S-5XL and Youth XS-XL
 Royal, White, Grey
 \$10 Adult & Youth, \$15 Plus



Marlin Tie Dye Hoodie

Available in Adult S-3XL and Youth XS-XL
 Adult \$30, Youth \$25



Marlins Sweatshirt

Available in Hoodie or Crew
 Adult XS-5XL Youth XS-XL

Royal, White, Grey

Hoodie Adult & Youth \$20, Plus \$25

Crew Adult & Youth \$15, Plus \$20



Marlin Shorts

Available in Short Adult & youth, Long
 Youth and Adult

\$15



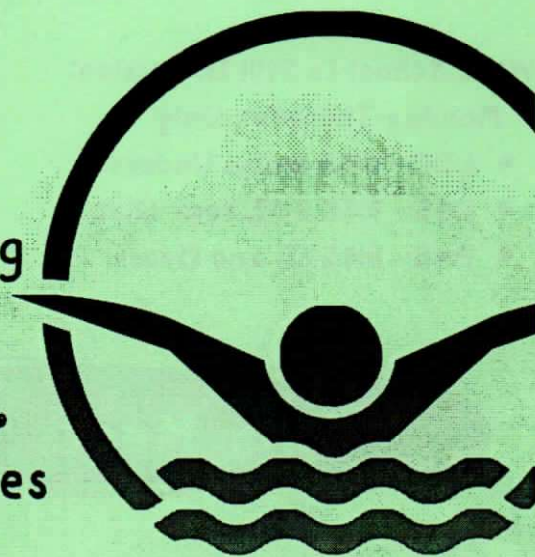
Marlin Sweatpants

Availablein adult S-3xl & Youth S-XL
 Youth \$15. Adult \$20. Plus \$25

MRA MARLINS *Swim Team*

Mission Statement

The MRA Swim Team's mission is to create a friendly and enjoyable setting for community members, fostering a love of swimming for young individuals, all within an environment that promotes competitiveness and camaraderie.



Requirements

To join the swim team, members must be full members of the pool, at least five years old, and possess basic swim skills.

Fees

Before the First Practice:

\$95 For First Swimmer

\$85 For Second Swimmer

\$80 For Third Swimmer

Fourth Swimmer Free

\$75 For Fifth Swimmer

Fees Include One Silicone
Swim Cap and One T-Shirt

Sign Up Today!

Visit mechanicsvillepool.com to sign your swimmer(s) up! We welcome new swim team members and look forward to seeing our returning swim team families!!

Spirit Wear will be available until May 13 on our Website! This is a MRA Swim Team Fundraiser!

Practice Times

Attendance at all practices and meets is not required! Come to as many as you can. The same goes for our swim meets. Please try to come to as many as possible.

While School Is Still In Session:

Monday-Thursday Only

- 6:00 - 6:45 8 and Unders
- 6:45 - 7:45 9-12 Year Olds
- 7:45 - 8:45 13 and Overs

Beginning June 3:

Morning Practices (Meet Days and Fridays Only)

- 9:15-10:00 12 and Unders
- 1000 - 10:45 13 and Overs

Monday-Thursday Afternoon Practices

- 6:00 - 6:45 8 and Unders
- 6:45 - 7:45 9-12 Year Olds
- 7:45 - 8:45 13 and Overs

Afternoon Practices (Monday-Thursday, Except Meet Days)

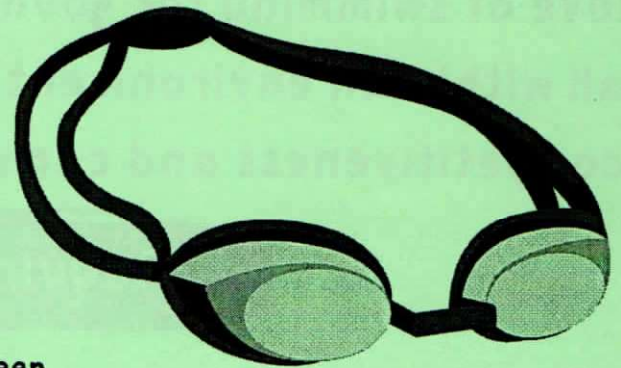
- 6:00 - 6:45 8 and Unders
- 6:45 - 7:45 9-12 Year Olds
- 7:45 - 8:45 13 and Overs

Saturday Practices

- 8:00 - 8:45 12 and Unders
- 8:45 - 9:15 Ribbons and Donuts
- 9:15 - 10:00 13 and Overs

Swim Meets

- Wednesday, June 5 - Bell Creek at Mechanicsville (Home Meet, Luau Theme)
- Wednesday, June 12 - Wembly at Mechanicsville (Home Meet, Glow/Neon Theme)
- Tuesday, June 18 - Mechanicsville at Battlefield Green
- Wednesday, June 26 - Old Church at Mechanicsville (Home Meet, Patriotic Theme, Senior Night)
- Tuesday, July 2 - Mechanicsville at Pebble Creek
- Tuesday, July 9 - Mechanicsville at Tuckahoe Village West
- Saturday, July 20 - 12 and Unders Champs at SwimRVA (Qualifying Swimmers)
- Sunday, July 21 - 13 and Overs Champs at Swim RVA (Qualifying Swimmers)



Other

- Friday, July 19 - Champs Breakfast for Qualified Swimmers and Families 9:15 - 10:00 Practice, 10-10:45 Breakfast
- Wednesday, July 24 - Swim Team Awards and Party 5:30 - 8:00
- Swim Team Pictures - TBD



@mra.swimteam



MRA Marlins Swim Team