



September 1, 2009

**Re: Sponsorship, exhibiting, speaking, or silent auction items for a special Academy of Deeper Education & IAHD-Americas event – The ADE 1<sup>st</sup> Annual ‘Dive In’ Festival!**

Dear Friends,

On **Saturday, October 17<sup>th</sup>, 2009** from **8:00 AM to 9:00 PM** the **Academy of Deeper Education** will hold its first annual fundraising event for the International Association for Handicapped Divers at the future site of the Academy’s facility, located at the intersection of Yoder Road & Route 113 in Harleysville, PA:

### **The Academy of Deeper Education’s 1<sup>st</sup> Annual ‘Dive In’ Festival**

Our event is both a community and regional event, designed to bring divers, non-divers and the special needs community together to share the magic of the undersea world, the sport of scuba diving, and to celebrate the work of the IAHD-Americas. It will also serve as a venue to share a sneak preview of the proposed Academy of Deeper Education Scuba and Watersports Training Facility, currently in the design & planning phase, and the future home of IAHD-Americas.

Founded in 1990, the IAHD has grown to be the international standard for diver training and scuba experiences within the special needs community. We need your help to grow our programs and provide the equipment, training, and resources needed to harness the positive energy of the underwater experience and put it to work helping those with physical, mental and emotional challenges. The empowerment of being a diver can be a life-changing tool for so many, but it is only possible when they actually get to experience diving the IAHD way.

In the last few months, IAHD-Americas has brought our programs to the Montgomery County Association for the Blind, the New Life School, Boy Scouts of America, and other local charities. Each of these events was made possible by the charity of so many, and our all-volunteer staff.

The ‘Dive In’ Festival will help expand the growth of the IAHD-Americas programs, locally and throughout the Americas. With this goal in mind, we at the Academy of Deeper Education are reaching out to the community to offer sponsorship, speaking opportunities, exhibition space, and silent auction donation opportunities. Support for our event provides benefits for all parties involved. The event communications will reach thousands in our local community and the region in the weeks and days leading up to the event.

Your support and participation will help IAHD-Americas and our community. Thank you!

***Dave***

David W. Valaika – Executive Director  
IAHD-Americas  
[dave@iahd-americas.org](mailto:dave@iahd-americas.org)

601 Yoder Road, Harleysville, PA 19438 • 215-256-1992  
[www.academyofdeepereducation.com](http://www.academyofdeepereducation.com) • [www.iahd-americas.org](http://www.iahd-americas.org)

**Please Sponsor our Special Event:**

**The IAHD-Americas 1<sup>st</sup> Annual 'Dive In' Festival**  
at the  
Academy of Deeper Education  
Saturday, October 17<sup>th</sup> - 8:00 AM to 9:00 PM

*In this economic climate,  
it is now more important than ever  
to show your organization's  
support for those in need in our community.*

**Sponsorship:**

Framed certificates of recognition will be given to the following level sponsors:

- |                                  |                               |
|----------------------------------|-------------------------------|
| ▫ "Whale Shark" Gold Level       | Minimum support of \$1,000.00 |
| ▫ "Eagle Ray" Silver Level       | Minimum support of \$750.00   |
| ▫ "Great Barracuda" Bronze Level | Minimum support of \$500.00   |
| ▫ "Dive Team Circle" Level       | Minimum support of \$100.00   |

**Benefits:**

- **Logos** - Sponsors receive logo placement on promotional materials including: newsletters, invitations, and website (updated as received) and posters (updated continuously)
- **Web Links** – All sponsors will have their links and logos appear on the IAHD and Academy of Deeper Education websites for a period of one year after the date of the event. Whale Shark sponsor logos will appear on the home page of the websites.
- **Exhibition Space** – Sponsors of the top three levels will be entitled to a complimentary exhibit space at the event
- **Posters** – Sponsor's logos will appear on the posters and event fliers (updated until the day of the event)
- **Visibility** - Mention at the event and in all e-mails, newsletters and flyers describing the event
- **Brochures** - Sponsors can share their brochures at a special sponsors table at the event

**Checks can be made payable to:**

**IAHD-Americas**

Attn: Dave Valaika, Executive Director  
601 Yoder Road  
Harleysville, PA 19438  
215-256-1992

[Dave@iahd-americas.org](mailto:Dave@iahd-americas.org)

**Please Provide a “Silent Auction” or “Raffle” Item for the Event:**

IAHD-Americas 1<sup>st</sup> Annual ‘Dive In’ Festival  
at the  
Academy of Deeper Education  
Saturday, October 17<sup>th</sup> - 8:00 AM to 9:00 PM

**Donation Ideas:**

We are seeking unique and quality donations for our silent auction or raffle. Below is a list of suggested items that would do well at the auction.

**Scuba Gear & Training**

- Swim & Snorkeling Gear
- Scuba Diving Equipment
- Learn-to-Dive Classes
- Advanced & Continuing Education
- Swim Lessons
- Beach Wear
- Admission Passes to Dive Areas
- Local Dive Trips

**Trips and Getaways**

- Liveaboard Trips
- Resort vacations
- Use of vacation home or timeshare
- Bed & Breakfast
- Hotels and resorts
- Airline tickets
- Boat cruise

**Special Events**

- Hosted kid’s party
- Catering
- Music for a party

**Sports & Sporting Events**

- Pro game tickets
- Rounds of golf or tennis
- Autographed items
- Pro instruction
- Riding lessons
- Skiing lessons
- Sports memorabilia
- Equipment & clothing
- Gym memberships

**Gift Certificates**

- Restaurants
- Beauty salon
- Car wash
- Cultural events
- Concert & Theater tickets
- Movie tickets
- Auto services

**Electronics**

- i-Pod
- Digital camera
- Laptop computer
- TV

**Food and Drink**

- Dinner gift certificates
- Bottles of wine or spirits
- Cooking lessons

**Arts and Crafts**

- Paintings
- Fine jewelry
- Quilts and hangings
- Art classes

**House and Garden**

- New oriental carpets
- New garden equipment
- New appliances
- New kitchen equipment

**Professional Services**

- Personal trainer
- Photographer
- Landscape designer
- Computer consultant
- Massage therapist
- Florist
- Printing services
- House Cleaning
- Dentist (teeth whitening)

**Items can be confirmed and sent to...**

**Academy of Deeper Education**

Attention: Lynn Swartley – Dive In Festival Coordinator  
601 Yoder Road  
Harleysville, PA 19438  
215-256-1992

**Thank you for your support!**

601 Yoder Road, Harleysville, PA 19438 • 215-256-1992

[www.academyofdeepereducation.com](http://www.academyofdeepereducation.com) • [www.iahd-americas.org](http://www.iahd-americas.org)