

# Springwood's "United We Swim" Program

4554 Concord Blvd. | P.O. Box 21394 | Concord, CA | 94521 • Pool Phone: (925) 798-3493

Springwood's Swim Club understands that times are tough financially for many members right now. Springwood also knows that as a club, it is only as strong as the families that make up the membership. In an effort to help the current members continue to be able to afford staying members at Springwood as well as encourage more new families to join Springwood and make our club even more strong, Springwood is proud to announce the UNITED WE SWIM program.

## What is it?

For the 2009 season, Springwood is offering a 2 for 1 special on memberships. A current yearly membership cost \$385. For 2009, 2 families may have memberships for \$385.

## Who would use this?

Current members of Springwood can use this as a way to bring in a family that might not have thought of joining a swim club because it was too expensive. Maybe The Brandts invite the Smiths to join the club and tell them it will only cost them \$150. The Brandts would still need to pay \$235 for their membership, but they would be saving money and The Smiths would be getting a great deal.

Swim team families that are not club members currently pay \$175 non-member fee. Well, if you were to join up with a current club member, and split the \$385 due right down the middle, each family would pay \$192.50. So for an extra \$17.50, your family can be a member of Springwood swim club. How can you possibly pass that up? Just in time before registration too!

## Why are we doing this?

Does this create any more money for Springwood? No, not really. Sometimes not losing money is the same as making money. It is called capital preservation. This program was designed to help current members while adding more families. As wonderful as the families are at Springwood, there is still plenty of pool to share with others. Does this mean if you join this summer you have to join next year? No, but we are pretty confident that enough of you will enjoy relaxing at Springwood, getting away from the harsh realities of every day life, that some will come back for 2010.

## When does this start?

This is starting right now for the 2009 summer. The sooner you let us know that you would like to take advantage of this offer, the better. For current members, if you are paying your quarterlies, you might be done paying for the year if you have another family paying the other half.

## Isn't it the same as 50% off?

No, while you might be paying half of what a membership usually goes for, we are very clear that this is a 2 for 1 program. We want more families at Springwood. This is a great way for current members to save a lot, but you need to do a little work. You have to bring in a family. This deal is not 50% off. Please do not email, or call asking why you are paying more than others. Go get another family to join with you and the total is \$385.

## How do I sign up for this?

Please email Shannon Brandt at [shannonjbrandt@yahoo.com](mailto:shannonjbrandt@yahoo.com) and let him know you are interested in taking advantage of this wonderful program. Please include if you are a current member or a new member and who the second family is that is joining with you. This offer is not for a single family, it is a 2 for 1 deal.