



**SPONSOR THE CMAHC.**  
**BE A LEADER IN KEEPING AQUATICS**  
**HEALTHY, SAFE, AND FUN.**

*Driven by your expertise.*



**THE CMAHC'S #1 GOAL IS TO PROMOTE HEALTHY AND SAFE AQUATIC EXPERIENCES THROUGH UNIVERSAL, UP-TO-DATE, DATA-DRIVEN STANDARDS.**

**SWIMMING IS THE #3 MOST POPULAR SPORT/ACTIVITY IN THE UNITED STATES.**

**Sponsor the Council for the Model Aquatic Health Code (CMAHC)**

**What is the CMAHC?**

A nonprofit organization created to support and improve public health by promoting healthy and safe aquatic experiences for everyone.

**What is the MAHC?**

A data-driven, science-based model code developed to help government agencies and the aquatics sector reduce risk of outbreaks, drowning, and chemical poisoning at public pools.

**Our Role:** We serve as a national conduit for giving the Centers for Disease Control & Prevention (CDC) input and advice on improving CDC's Model Aquatic Health Code (MAHC).

**Your Role as a Strategic Partner:** Sponsoring the CMAHC demonstrates your commitment and leadership in promoting safer and healthier aquatic experiences for everyone.

EACH YEAR, THERE ARE OVER **300 MILLION SWIMMING VISITS.**

EACH YEAR, ERs TREAT ALMOST **5,000 POOL CHEMICAL-RELATED INJURIES ACROSS THE UNITED STATES.**

EACH YEAR, THERE ARE APPROXIMATELY **3,800 DROWNING DEATHS (2,100 IN POOLS ALONE).**

OVER THE PAST 15 YEARS, THE NUMBER OF **DISEASE OUTBREAKS** OCCURRING ANNUALLY AT AQUATIC FACILITIES HAS INCREASED ALMOST 4-FOLD AND IMPACTED THOUSANDS.





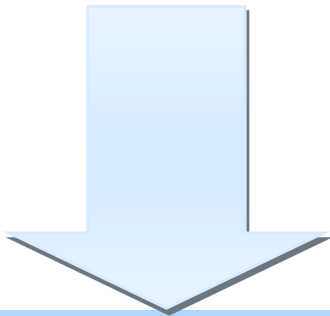
**LEAD THE WAY!**  
**BEING A STRATEGIC PARTNER IS A SOUND BUSINESS DECISION.**

*Driven by your expertise.*

**“The NSPF made a strategic investment as a Founding Sponsor to help the MAHC achieve our common goals and objectives and to reduce chaos among codes by promoting one set of rules.”**

–Thomas M. Lachocki, Ph.D., CEO, The National Swimming Pool Foundation

**SUPPORT IMPROVED AQUATIC HEALTH, SAFETY, & FUN**



**SUPPORT HEALTHY AND SAFE AQUATICS:** The CMAHC is sustained by sponsorship. If you believe in our mission to promote healthy fun and exercise at safe aquatic facilities, please sponsor us and support CDC’s MAHC. The MAHC is good for the public, good for health officials, and good for business.

**MAKE A STATEMENT:** A strategic partnership with the CMAHC makes a bold statement about your organization as a leader in providing healthy and safe aquatic experiences which will be good for patron satisfaction, business, and your return on investment.

**ALIGN YOUR BRAND:** With your CMAHC sponsorship, you align your organization with CDC, one of the world’s leading health organizations, and strengthen your image as an industry leader that follows the highest possible standards. Your investment is good for owners, operators, designers, manufacturers, and regulatory authorities by creating a common definition of success.

**GAIN RECOGNITION:** All sponsors are featured on the CMAHC website, by level of sponsorship, along with their logos and links to their organization. Sponsors are also recognized at the biennial CMAHC meetings where members discuss needed improvements in the MAHC and through intermittent sponsor updates.

<b>Sponsor Benefits</b>	<b>Hall of Fame \$60,000</b>	<b>Platinum \$40,000</b>	<b>Gold \$20,000</b>	<b>Silver \$10,000</b>	<b>Bronze \$5,000</b>
Financial Commitment over 2 years					
Employee passes to <i>Vote on the Code</i>	6	4	2	1	
20% off additional <i>Vote on the Code</i> passes	✓	✓	✓	✓	✓
Press and e-blast to CMAHC members	✓	✓	✓	✓	✓
Your logo and link on CMAHC website sponsor page	✓	✓	✓	✓	✓
Press release and e-blast via MAHC Announcements	✓	✓	✓		
Press posted to CMAHC website	✓	✓	✓		
Your logo on <i>Vote on the Code</i> marketing materials	✓	✓	✓		
CMAHC Board Breakfast (for one event attendee)	✓	✓	✓		
Call-out recognition during <i>Vote on the Code</i>	✓				
Table tent for your business at <i>Vote on the Code</i>	✓				

To become a sponsor, contact Doug Sackett, CMAHC Executive Director  
 678-221-7218 or DouglasSackett@cmahc.org  
 Find our Current Sponsors at [www.CMAHC.org](http://www.CMAHC.org).  
*You're in good company.*