



USA SYNCHRO
...BREAKING THE SURFACE



Synchro Athlete of the Month Information

The SwimOutlet.com Synchro Athlete of The Month is someone who demonstrates leadership in the pool and in the community with the goal of growing the sport at the grass-roots level.

Note: For any questions about the SwimOutlet.com Swimmer of The Month Award, please contact the USA Synchro national office or the VP of Marketing and Membership.



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How it Works: Nomination Process

- Completed forms submitted by the 1st of each month will be put forward for review. Submission details are located in the membership programs on usasynchro.org.
- Any member of USA Synchro can submit a nomination. Synchro Athlete of the Month must be a member of USA Synchro in good standing.
- Incomplete forms will returned to the person who submitted prior to the next month's deadline.
- Each month, the USA Synchro Marketing and Promotion Committee will review and vote on nominations. If a nominee is not selected, his or her nomination will be carried forward to the next month for a maximum of three months.



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How it Works: Eligibility

- All submissions will be eligible for the 3 months following submission before being removed from the consideration set. There is no limit to resubmission.
- **NEW:** All USA Synchro athletes registered and in good standing with the organization and their clubs are eligible. Athletes can receive no more than 1x each Olympic Quad. Collegiate and Masters athletes will be included and eligible.
- Details on Collegiate eligibility found on slide 7.



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How it Works: Submission Information

- Name of person submitting, must include: Relationship to nominee / Email address / Phone number
- Name of Nominee (First and Last) and the following information on the nominee
- Hometown and state / Name of USA Synchro club* / Name of Primary Coach / Age
- Primary Coach or main club contact e-mail and best phone number to reach them
- Please list any local media outlets that we should notify if your nominee should win

*If competing unaffiliated, then insert unaffiliated in replace of the name of a club



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How it Works: Submission Information

- Number of years the nominee has been swimming Synchro.
- How does the nominee go above and beyond?
- Tell us something unique about the nominee.
- Please describe the athlete's athlete accomplishments including acts of sportsmanship (examples encouraged)
- Under other information, when relevant, include grade and name of school, academic achievement (s).
- Under other information, consider describing how the athlete demonstrates leadership in school, within the club or the community



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How it Works: Notification, Recognition and Communication

- Following the committee's review, notification to the person who submitted the nomination along with the winning athlete will be informed by the USA Synchro National Office of the approved selection as the SwimOutlet.com Synchro Athlete of the Month.
- Each monthly winner will receive a \$50 Gift Card to Swimoutlet.com. A code will provided electronically.
- National recognition through USA Synchro Social Media; E-mail Blast to USA Synchro membership; USA Synchro Website article
- Other recognition ideas and best practices: Local Press Release to solicit local celebrations, A Club event recognizing athlete, local club social media. Zone and Association should be notified to share with all the member clubs in the zone and association where athlete resides and participates on a USA Synchro club.



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Submission Information Reference: This will be included in the communication to all award winners and swimoutlet.com for awareness in regards to eligibility. This ensures there is no impact on Collegiate eligibility and was provided by the OSU compliance officer on behalf of the collegiate committee.

1. Under Bylaw 16.1.1.1, it is permissible for student-athletes to receive awards while not representing the institution provided they conform to the rules of the amateur sports organization (in this case, USA Synchro), are not cash (or cash equivalents), and do not exceed actual and necessary expenses. These rules are the same for prospective student-athletes.
2. It is permissible to provide gift cards as awards, provided the gift card is not refundable for cash (e.g., if a student-athlete spends \$10 of their \$50 gift card, they cannot be provided \$40 cash in return, they must have \$40 in credit remaining on their gift card).
3. Please note, however, that Swimoutlet.com cannot use the name/image/likeness of current student-athletes to promote their business. It is only permissible for Swimoutlet.com to do a congratulatory advertisement provided:
4. The primary purpose of the advertisement is to publicize the sponsor's congratulations to the student-athlete or team
5. The advertisement does not include a reproduction of the product with which the business is associated or any other item or description identifying the business or service other than its name or trademark (e.g., swimoutlet.com sells suits, so the student-athlete cannot be in a suit in the congratulatory advertisement);
6. There is no indication in the makeup or wording of the advertisement that the squad members, individually or collectively, or the institution endorses the product or service of the advertiser; and
7. The student-athlete has not signed a consent or release granting permission to use the student-athlete's name or picture in a manner inconsistent with the requirements of this section (NCAA Bylaw 12.5.1.4).