



**Membership Card  
General Overview**  
*Fall 2013*



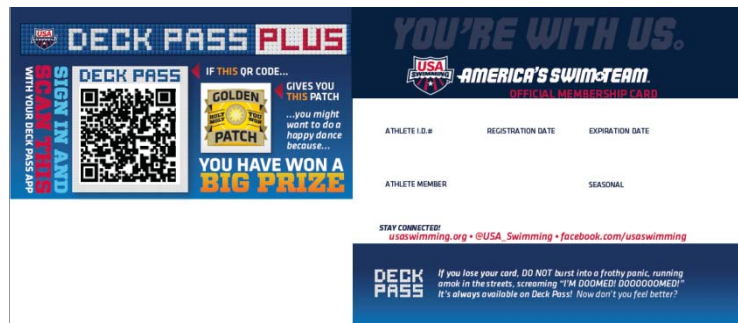
# Athlete Membership Card

- What is new?
  - For the first time, all registered USA Swimming athlete members will receive a membership card, sticker and a mini-poster in the mail.
  - Athlete membership card:
    - Athletes will receive a plastic pop-out card with a luggage tag slot
    - Card will be personalized for each athlete
    - Exclusive sponsor deals provided by Arena, AT&T, BMW, Marriott, TYR, Speedo and the USA Swimming Store.
- Goals of the membership packet:
  - Provide a physical athlete membership card and drive awareness of our digital card
  - Connect members to our Partners
  - Increase USA Swimming brand awareness



# Athlete Membership Card

- New model for athlete membership:



Front of card



Back of card



\*Artwork subject to change



# Digital Member Card

- What is new?
  - For the first time, all USA Swimming members (athletes, coaches, officials and volunteers) will have access to their membership card on the Deck Pass app. The digital card will serve as proof of membership for the season.
  - Members can also print their membership card on [usaswimming.org](http://usaswimming.org) through a linked Deck Pass account.

## Athlete



## Coach



## Official/Volunteer





# Non-Athlete Membership Card

- Same model for coaches and volunteers:
  - The Local Swimming Committee will still be providing all non-athlete membership cards.

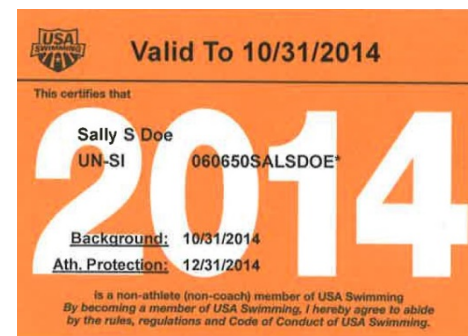
## Coach



## Official



## Volunteer





# Membership Card Schedule

Below is the tentative timeline for distribution of the member card.

| Platform  | Date   |
|---|--|
| Digital membership cards on Deck Pass app   | Currently available on Apple & Android devices                                 |
| Non-athlete member cards  | Distributed through your LSC starting September 2013                           |
| Athlete membership cards  | Distributed from USA Swimming HQ. Shipping expected to begin late October 2013 |
| Printable membership cards will be available on <a href="http://usaswimming.org">usaswimming.org</a> through a linked Deck Pass account | Available October 2013   |



# Find the Golden Patch Promotion

- New promotion:
  - In coordination with the membership card, USA Swimming has created the “Find the Golden Patch” promotion for all athlete members.
  - Registered athletes have the opportunity to win free products from USA Swimming Partners through the Deck Pass app!
  - Prizes:
    - AT&T’s Samsung Galaxy Tab3, TYR AP12 Speed Suit, Marriott gift card and other great prizes!





# Find the Golden Patch Promotion

- How it works:
  - Athlete members must download the Deck Pass app and create an account.
  - Once logged into the account, using the Deck Pass QR code scanner, scan the QR code located on your membership card. Note: a generic QR scanner will not work.
  - All Deck Pass users will receive a patch for their Deck Pass accounts, but only a few lucky athletes will receive the Golden Patch!
  - If you scanned and received the Golden Patch, athletes should immediately contact USA Swimming by email at [deckpass@usaswimming.org](mailto:deckpass@usaswimming.org) with the subject line "I Found the Golden Patch."
  - If your athlete members only have an online Deck Pass account, please direct them to [usaswimming.org/deckpass](https://usaswimming.org/deckpass) to learn how they can participate in the promotion.
  - For more information about this promotion, please check the Member Card FAQ.



Golden Patch



Try Again!