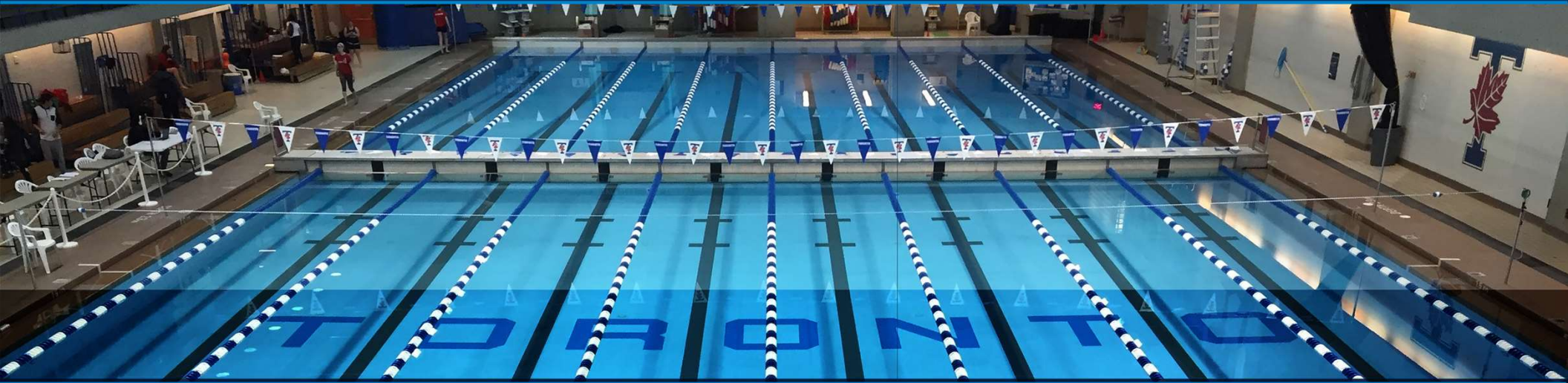




TORONTO SWIM CLUB

TSC Sponsorship Opportunities

2025/6 Season



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Toronto Swim Club's mission is to create opportunities for success through experiences in competitive swimming, ranging from physical fitness & fun to Olympic dreams, for all our swimmers.

TSC has a rich history of high-performance swimming



TSC is the home club for Canada's most decorated Olympian, Penny Oleksiak who started as an age group swimmer and continues to represent TSC competitively. TSC is also the club that Olympians Kylie Masse and Sydney Pickrem represent in domestic competitions.

Most recently, TSC swimmer Filip Senc-Samardzic represented Canada at the World Junior Championships.

TSC graduates have also gone on to successful collegiate swimming careers across Canada and the United States.



About TSC



Founded more than 30 years ago, the Toronto Swim Club (TSC) is a leading Canadian swimming club. As a not-for-profit club, TSC relies on its member family volunteers for the successful operation of the Club & its hosted swim meets.

TSC's programming caters to a wide range of ages & skill levels, from development swimmers as young as age 6 in our TSC Academy to National & International level swimmers.

Swimmers are taught & continue to develop key training habits & progress through the program under the watchful eye of its decorated coaching staff. TSC's swim program objectives include fostering self-reliance, discipline, confidence, respect & team pride; developing team unity & instilling a lifelong love of swimming.



Waves
(6+)

Youth &
Intro
(10 & Under)

Development
Groups
(10 – 12)

Junior
Groups
(13 – 14)

HP & Senior
Groups
(15+)

Masters
Program
(18+)

TSC at a Glance



High Performance Culture

- Routinely a top finisher at Regional, Provincial & National competitions
- TSC graduates continue swim careers at Universities across Canada & U.S.
- Home of Penny Oleksiak, Canada's most decorated Olympian

TSC Hosted Meets & Events

- 5 Hosted Swim Meets per year at University of Toronto pool
- Meets average 500+ swimmers per day, plus spectators
- Annual TSC Swim-A-Thon Fundraiser with 450 swimmers swimming 2km – 5km each

Club Communications

- Monthly newsletters reach 450 swimmers & 381 families
- 4-6 Online Lecture Series events per year on topics relevant to swimmers & families

Social Media Engagement

- 2,000+ followers on Instagram, X & Facebook
- Mix of individuals, community businesses & swim clubs
- Content reaches 14,000+ accounts on average (over 90 days)

Benefitting your Brand Through a TSC Sponsorship



Brand Visibility

- Reach more than 450 swimmers & 381 families in Toronto representing all geographies in the city.
- Connect with an engaged audience across meets, events, social media, & club communications.
- The higher level of your support, the more opportunities to customize how your brand is featured & activated.



Targeted Marketing

- TSC hosted meets & events attract a highly interested & engaged group of potential customers with whom sponsors can engage.
- Cost-effective opportunities to reach new & engaged audiences.



Community Connection & Goodwill

- Strengthening your business' connection with the community is one of the most valuable benefits of TSC sponsorship.
- Research shows that customers have greater affinity for brands who care about supporting local organizations & spreading positive messages about the community.
- Linking your business to a worthy cause can draw lasting support.



Audience Insights

- Your sponsorship is an opportunity to build a relationship with TSC & its supporters.
- Through sponsorship, you can receive valuable insights about your brand & message based on member engagement & feedback.
- Event sponsorship can be a beneficial learning experience for new & established businesses alike, giving them a firsthand look at how customers respond to your products and services.

Your Sponsorship Supports TSC's Athletes



Your sponsorship of TSC directly impacts & supports the club's athletes:

- ✓ Defraying costs of pool time & team travel
- ✓ Enhancing bursary program for applicants
- ✓ Offsetting cost of training equipment
- ✓ Facilitate additional coach education and training
- ✓ Facilitate additional training opportunities for swimmers



Sponsorship Tiers



- Full Season Club Sponsorship with premium placement on TSC website
- Title Sponsor of Five (5) TSC Hosted Meets & TSC Swim-A-Thon
 - Premium promotion across all event materials, including full page ad on heat sheets, social media promotion, newsletter promotion & PA announcement recognition
 - Branded lanyards for event award medals
- Four (4) promotional email announcements
- Eight (8) sponsored social content posts
- Custom sponsorship opportunity for TSC Online Lecture Series & community engagement events

Sponsorship Tiers



- Full Season Club Sponsorship with premium placement on TSC website
- Title Sponsorship of TSC's Signature Swim-A-Thon Event
 - Premium promotion across all event materials and communications, on-site branding, online event content, social media promotion and newsletter promotion
 - Branded recognition on Swim-A-Thon Merch and Prizing



- Full Season Club Sponsorship with premium placement on TSC website
- Five (5) TSC Meet Sponsorships, premium placements across all event materials, including ½ page ad on heat sheets, social media promotion, newsletter promotion & PA announcement recognition
- Three (3) promotional email announcements
- Six (6) sponsored social content posts
- Custom sponsorship opportunity for TSC Online Lecture Series and community engagement events

Sponsorship Tiers



Full Season Club Sponsorship with premium placement on TSC website

Three (3) TSC Meet Sponsorships, including ¼ page ad on heat sheets, social media promotion, newsletter promotion & PA announcement recognition

Two (2) promotional email announcements

Six (6) sponsored social content posts

Audience engagement – sponsor two (2) TSC Online Lecture Series events



Full Season Club Sponsorship with placement on TSC website

One (1) TSC Meet Sponsorship, including 1/8 page ad on heat sheets, social media promotion, newsletter promotion and PA announcement recognition

Two (2) promotional email announcements

Four (4) sponsored social content posts

Audience engagement – sponsor two (2) TSC Online Lecture Series events



Full Season Club Sponsorship with placement on TSC website

One (1) promotional email announcement

Two (2) sponsored social content posts

Audience engagement – sponsor one (1) TSC Online Lecture Series event

Social Media #GoTSC



We encourage all parents and swimmers to show their TSC pride and follow TSC through social media.



Twitter: @tscswimming

Instagram: @torontoswimclub

Facebook: @torontoswimclub



Interested in partnering with us?
Contact us for additional information at
sponsorships@torontoswimclub.com

#GoTSC

#torontoswimclub

