



Sponsorship Opportunities

Showcase your brand in front of thousands of swimmers, families and swim fans



A TRADITION OF EXCELLENCE

Markham Aquatic Club (MAC) is a large Canadian youth sport organization. At capacity, we train nearly 500 swimmers ages 6 & up, from novice pre-competitive to Olympic-level competitive.

MAC celebrated its 50th anniversary in 2023. MAC is recognized today as a high performance club, the team to beat in Ontario and a dominant force in Canadian swimming. Our swimmers reach the podium at all levels of the sport, all around the world.





TEAM MAC

MAC is non-profit, community-based, diverse and inclusive.

We are operated by a volunteer Board of Directors, paid professional NCCP certified coaches, a paid club administrator and hundreds of parent volunteers.

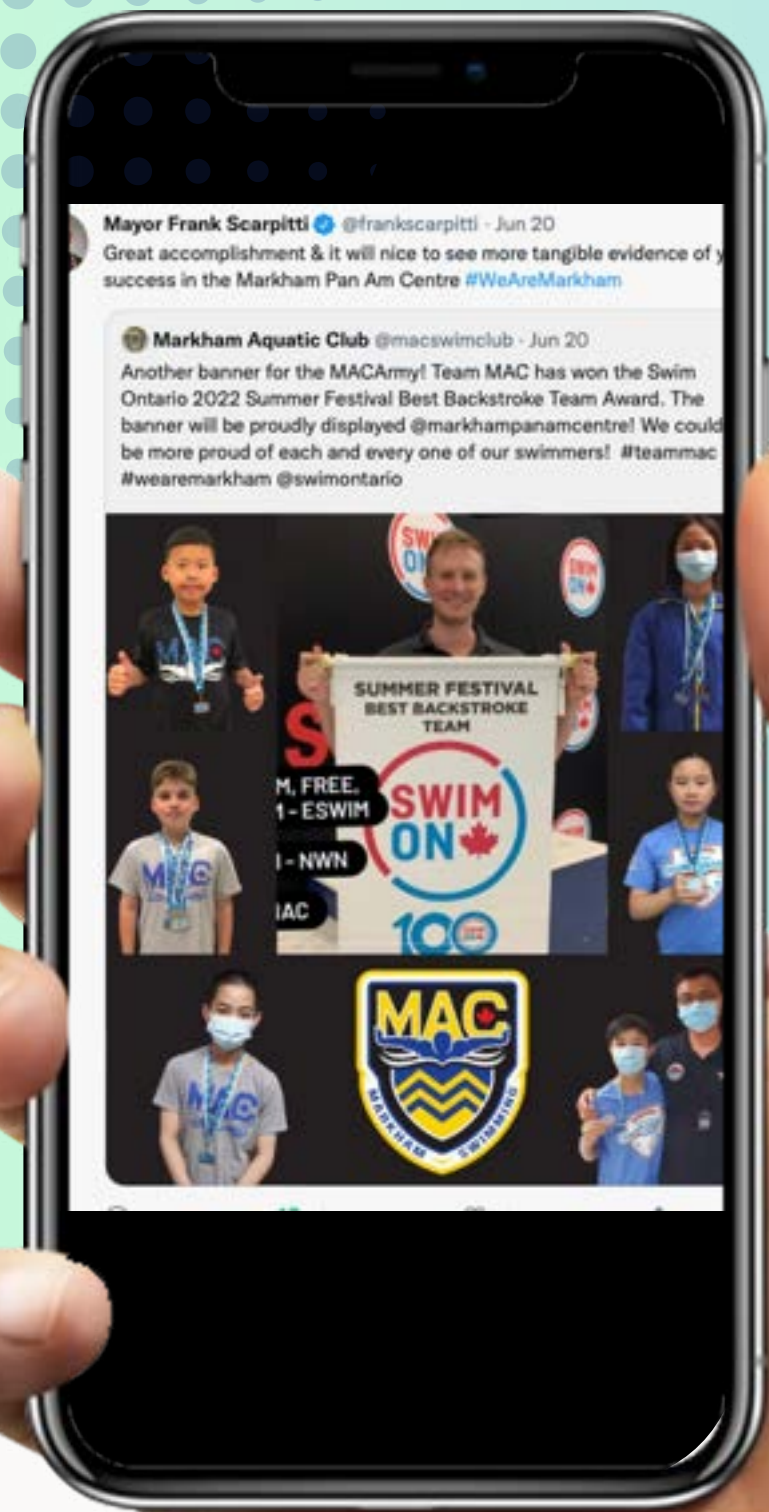
In addition to supporting our athletes at all levels of training and competition, we host and officiate in-demand swim competitions that attract thousands of swimmers to our home at the world-class Markham Pan Am Centre each season.



THE MAC BRAND

MAC is synonymous with sports and athleticism, and about much more than races and medals. MAC is a village bursting with youthful energy; an entire team from parents to sponsors pulling in the same direction.

MAC has come to represent excellence by producing not only great athletes but great citizens as a by-product. Our logo, our signs, our athletes' team wear are among the outward symbols that carry our reputation far and wide.



MAC SOCIAL MEDIA

MAC is active on social media. Our content reaches 1000s of followers: swimmers of all ages, swim parents, sport associations and influencers, City, Regional, Provincial, National and International sport organizations.

We also frequently share and engage with our sponsors' content.



MARKHAM PROUD

MAC is deeply connected to the City of Markham. We participate in community events and give to local groups such as Markham Stouffville Hospital, Markham Food Bank and Toy Mountain.

Being part of Team MAC is a source of pride for our swimmers, families, coaches, sponsors - even the Mayor!

OUR FUNDING

MAC relies on swimmers' fees, swim meet revenue and fundraising. **Together with sponsorship**, these revenue streams allow us to make world-class competitive swim training accessible to as many families as possible.



FAMILIES

MAC families pay Swim Canada dues, training fees, dryland fees, swim meet fees and other swimmer-absorbed expenses.



SWIM MEETS

MAC hosts up to 8 major swim meets at the world-class Markham Pan Am Centre each season. These 2-4 day swim meets are attended by thousands of swimmers and fans.



FUNDRAISING

MAC holds annual fundraising campaigns to help us keep training fees down, purchase needed equipment, support athlete travel and so much more.

WHO'S NEXT ON THE MAC SPONSORSHIP TRAIN?



**EXCITING
ANNOUNCEMENT
COMING SOON!**

WELCOME ABOARD!

Welcome and thank you for joining our loyal supporters from the food, automotive, retail, financial, healthcare, service, community and fitness sectors! You can choose full season and/or swim meet sponsorship options.

Full Season Club Sponsorship:

12 months, September - September
From \$1,000-\$15,000+

Swim Meet Sponsorship:

Up to 8 MAC swim meets, Oct-June
\$250-\$2500 per meet

MAC's marketing team is pleased to work with sponsors to also offer alternate options including in-kind or promotional partnerships.

FULL SEASON SPONSORSHIP - TWELVE MONTHS



BRONZE - \$1000

Includes:

Full Season:

- Logo & link on MAC website
- 1 email announcement
- Social content shared up to 3x

SILVER - \$2500

Includes:

Full Season:

- Logo & link on MAC website
- 1 MAC social media post
- 1 email announcement
- Social content shared up to 5x

GOLD - \$5000

Includes:

Full Season:

- Logo & link on MAC website
- 2 MAC social media posts
- 1 email announcement
- 1 OnDeck app announcement
- Social content shared all season

Swim Meets (6 invitational meets)

- Small Logo in meet packages
- OnDeck app post
- Logo on Pan Am jumbotron (2-4 days during meet warmups)

DIAMOND - \$10,000

Includes:

Full Season:

- Logo & link on MAC website
- 3 MAC social media posts
- 1 email announcement
- 1 OnDeck app announcement
- Social content shared all season
- Mention in MAC News Release

Swim Meets (6 invitational meets)

- Small ad in meet packages
- OnDeck app post
- Logo & sponsor recognition on Pan Am jumbotron (2-4 days during meet warmups & finals)

PLATINUM - \$15,000

Includes:

Full Season:

- Logo & link on MAC website
- 5 MAC social media posts
- 1 email announcement
- 1 OnDeck app announcement
- Social content shared all season
- Mention in MAC News Release
- News feature on MAC website
- Logo on select MAC Trophies

Swim Meets (6 invitational, 2 championship)

- Large ad in meet packages
- Signage at Pan Am Centre stairwells
- PA Announcement at finals
- OnDeck app post
- Logo & sponsor recognition on Pan Am jumbotron (2-4 days during meet warmups & finals warm up)

WHAT FULL SEASON SPONSORSHIP GETS YOU

	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Diamond \$10,000	Platinum \$15,000
MAC WEBSITE	✓	✓	✓	✓	✓
MAC MEMBER COMMUNICATION	✓	✓	✓	✓	✓
MAC SOCIAL MEDIA	✗	✓	✓	✓	✓
MAC SWIM MEETS	✗	✗	✓	✓	✓
NEWS RELEASE	✗	✗	✓	✓	✓
MAC MEDALS	✗	✗	✗	✗	✓

MAC SWIM MEET SPONSORSHIP

Your
logo
here

We can integrate your brand at up to 8 MAC-hosted swim meets in 2023-24. A great opportunity to reach thousands of local, national and international swimmers and families. Sponsor all 8, or single meets. Options below are priced PER meet.

FULL MEET SPONSOR (4 DAYS)

\$2500

- Your company signage on display in Markham Pan Am Centre public areas
- Full page ad in meet program (digital)
- Logo & sponsor recognition on Pan Am jumbotron during meet warm up
- PA announcement at finals
- MAC Social Media recognition

PROGRAM SPONSOR

\$600

- Full page Ad in meet program (digital)
- Logo on Pan Am jumbotron during warmup sessions - 2-4 days

\$400

- Half page Ad in meet program (digital)

\$250

- Quarter page Ad in meet programs (digital)

TESTIMONIALS

ARENA CANADA

Full Season & Swim Meet Sponsorship

"Arena and MAC share similar values and ethics contributing to sport excellence while maintaining the pleasure and fun of swimming."

WINCO FOOD MART

Full Season Sponsorship

"We were quite pleased to have many of the MAC family and friends come to shop at our supermarket, especially during our promotion for your club. We hope to have a continued association in the future."

THE FAIR TRADING (INTERNATIONAL) CO. LTD

Full Season Sponsorship

"We're proud to be a MAC sponsor. We have been amazed by MAC's work on social media. We hope that MAC will continue to be one of the best Swim Clubs in Canada."

MAC PARENT

"I've seen how much care MAC takes to give sponsors great value - it's two-way: sponsors support the club, the club supports its sponsors"

MAC SWIMMER

"I would like to take a moment to thank the kind and generous sponsors of @markhamaquaticclub for sending out bags of rice crackers to the swimmers"



Thank you for sponsoring MAC!

For more information email info@markhamaquaticclub.com

Visit our Social pages



[@MarkhamAquaticClub](https://www.facebook.com/MarkhamAquaticClub)



[@markhamaquaticclub](https://www.instagram.com/markhamaquaticclub)



[@macswimclub](https://www.twitter.com/macswimclub)