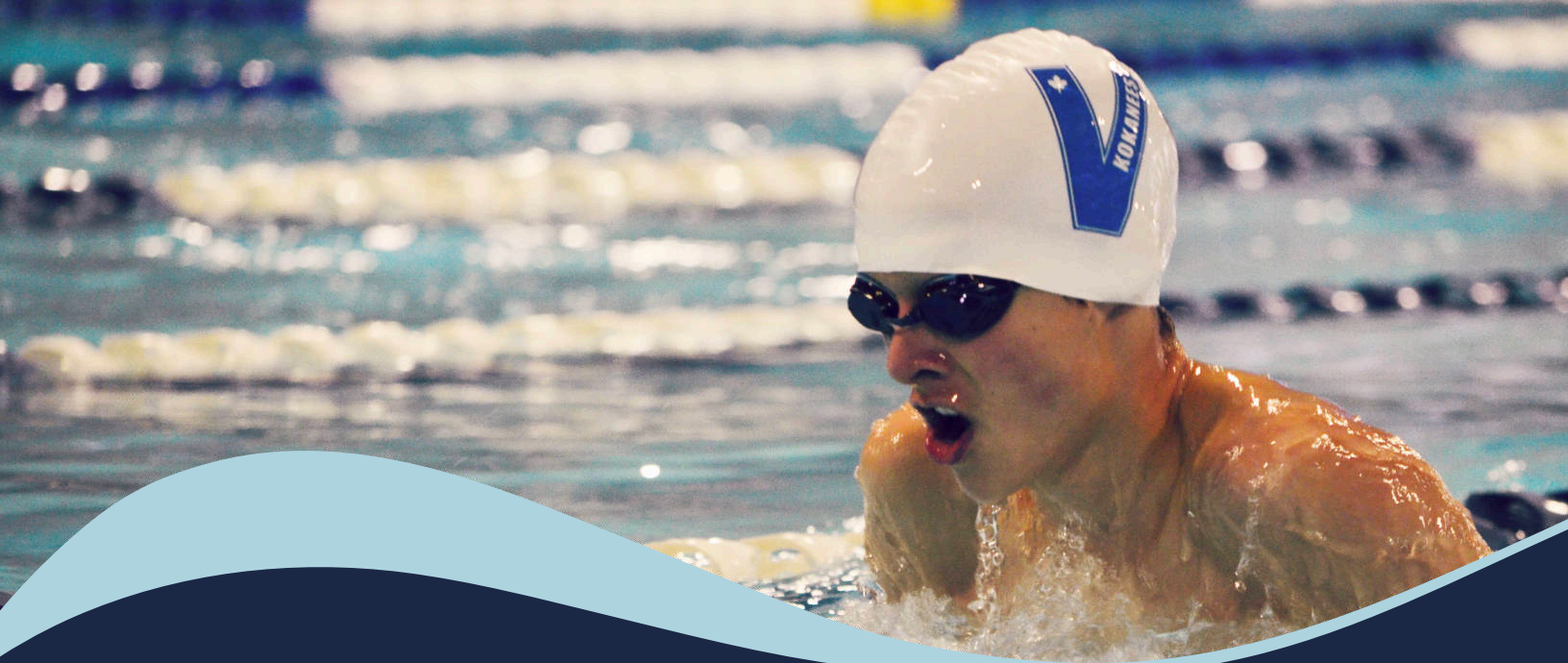




2025-26 SEASON

SPONSORSHIP GUIDE



2025-26 SEASON



WE TRAIN OVER
160 athletes
ANNUALLY IN OUR COMPETITIVE STREAM

A WORLD-CLASS CLUB,
ESTABLISHED IN
1966

OUR ATHLETES ARE
BETWEEN THE AGES OF
6-18

VKSC TITLE SPONSOR (\$3000 + cost of swim caps)

Our goal for our athletes is individual excellence in competitive swimming. We work to help them become independent and well-rounded individuals who are always trying to improve and do their best, no matter what they set their sights on.

The perfect fit for a company that believes in youth development through fitness, commitment, and both individual team goal setting.

Elevate your company's exposure with a VKSC Title Sponsor and have your brand travel alongside our athletes while they train, compete, and represent the greater Vernon area at competitions throughout the region and beyond!

- Swim Cap Logo (prime placement similar to branding on a hockey helmet)
- Sponsor banner top placement (visibility at each practice and event hosted by VKSC)
- Website presence
- Recognition and thank-yous at club level opportunities
- Inclusion in our social media posts
- And additional opportunities as we develop them!

2025-26 SEASON

VKSC TRAVEL SPONSOR (\$2500)

We travel throughout the region to events in Kelowna, Salmon Arm, Penticton and Kamloops. We also host four annually, including two multi-day events that offer a great opportunity for our club to market your business!

Join our club as the VKSC Travel Sponsor of choice and let us promote your business to club members, family, friends and out-of-town guests!

- Promoted at each VKSC Swim Meet as the preferred Club Travel Sponsor for attending families/participants from out of town (typically see 350+ athletes compete from the Okanagan region and beyond)
- Sponsor banner placement (visibility at each practice & VKSC hosted event)
- Website presence
- Recognition and thank-yous at club level opportunities
- Inclusion in our social media posts
- Other opportunities as they are developed!

WE HAVE NATIONALLY CERTIFIED, PAID COACHES AS WELL AS NUMEROUS VOLUNTEER POSITIONS

As a registered swim club, we use a tier-based progressive training program that's built on the foundations laid out by Swim BC and Swim Canada. We've also developed a grassroots program to introduce children to their first semi-competitive swimming experience in a fun and supported way.

That's our key coaching objective: fun and enjoyable experiences in the water that ultimately train the young athletes the basics of competitive swimming's four standard strokes.

Once they've mastered these, they have the opportunity to attend more than a dozen swim meets each season (September–June) in the Okanagan and coastal BC, with the possibility of a team trip that goes inter-provincial or territorial.

OUR CLUB MEMBERS HAVE COMPETED AT 7 OLYMPICS

**AS WELL AS NUMEROUS WORLD CHAMPIONSHIPS,
PAN AMERICAN GAMES, PARA SWIMMING
CHAMPIONSHIPS, COMMONWEALTH GAMES,
CANADA GAMES & PROVINCIALS**





**YOU DON'T START SWIMMING TO
WIN A GOLD medal.
YOU LEARN TO SWIM BECAUSE
YOU'RE CANADIAN.**

You can find our swimmers in the water before school, after school and on the weekends! To help prevent injuries and improve overall fitness, our coaches also have the swimmers do exercises outside of the pool. This helps them develop a well-rounded, healthy lifestyle that improves their athletic performance, as well as their day-to-day choices and schoolwork.

**DID YOU KNOW IT TAKES 40
VOLUNTEERS
TO PUT ON A SINGLE SWIM MEET!**

Athletes also participate in fundraising events such as bottle drives, sponsorship drives, and our annual swim-a-thon where they swim 200 laps (25-meter pool) or 5 km in a single start-finish. That's equivalent to swimming across Okanagan Lake and back!

VKSC HEALTH & NUTRITION SPONSOR (\$2500)

We're dedicated to promoting health and nutrition, and are excited to welcome a sponsor that shares our vision of teaching our young athletes to fuel their body and mind for success!

Not only will our club be proud to carry your brand with us throughout the year, but your sponsorship will work directly toward the nutritional training and fuelling of the athletes.

- Funding toward nutritionist seminars for the athletes, with recognition at each event
- Sponsor banner placement (visibility at each practice & VKSC hosted event)
- Website presence
- Recognition and thank-yous at club level opportunities
- Inclusion in our Social media posts
- Other opportunities as they are developed!

2025-26 SEASON

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VKSC HOSTS 2 JAMBOREE AND 2 REGIONAL
SWIM MEETS EACH SEASON, BRINGING OVER

1200
SWIMMERS
AND THEIR FAMILIES TO VERNON!

**KNOWN AS AN INDIVIDUAL SPORT, SWIMMING ALSO
HAS GREAT TEAM ATTRIBUTES FROM TRAINING
MENTORSHIP TO SWIM MEET TEAM CHEERS!**

VKSC MERCHANDISE SPONSOR (\$2500)

When athletes feel confident and part of a team, they are able to turn potential into performance. Be a part of dressing our team for success!

Your brand will be seen all year on our VKSC shirt, worn by our athletes at practices, swim meets, and whenever they want to show their club pride.

- VKSC Team T-shirt sponsor with your corporate logo placement
- Sponsor banner placement

(visibility at each practice & VKSC hosted event)

- Website presence
- Recognition and thank yous at club level opportunities
- Inclusion in our social media posts
- Other opportunities as they are developed!

FRIENDS OF VKSC - Lane Leader Sponsor

(\$750 level x 9 opportunities, each opportunity recognizes 6 athletes per month)

We're proud of our athletes and their leadership qualities—whether it's being first in the pool, mentoring teammates, or cheering them on. Join us in supporting these young leaders through our athlete development and confidence building program.

- Monthly Lane Leader award logo placement on gift to athlete
- Featured logo in monthly promotion of each Tier athlete awarded Lane Leader

- Sponsor banner placement at Friend of VKSC level (visibility at each practice & VKSC hosted event)
- Website presence
- Recognition and thank-yous at club level opportunities
- Inclusion in our social media posts
- Other opportunities as they are developed!



EVENT SPECIFIC SPONSORSHIP OPPORTUNITIES

VKSC HOSTED SWIM MEET - TITLE SPONSOR

(\$1500)

We host four sanctioned short course 25-meter pool swim events a year. Two of these involve multi-day competition that attracts upwards of 400 athletes from the interior of BC and beyond, as well as two mini meets called Jamborees where the youngest of our athletes compete in a fun filled swim-ribbon-palooza event that brings them one step closer to their goal of making the leap to swimming at the proverbial big kid meets!

Join in the fun and excitement of bleachers filled with cheering parents and supporters of swim culture. As the Swim Meet Title Sponsor, you will receive top billing at one of each type of event, with all those eyes on your brand recognizing your commitment to the club and community!

- Naming recognition as part of the Meet (ie. VKSC Fall Swim Meet, brought to you by ABC Business)
- 1 x Lane Sponsor Sign
- Headliner signage at event
- Recognition in pre- and post-meet marketing and communications
- Name/Logo on meet package as Title Sponsor sent to all visiting clubs and athletes/parents
- Thank-yous at the events
- Website presence
- Inclusion in our social media posts

**WE ARE WHAT WE REPEATEDLY DO.
EXCELLENCE, THEN, IS NOT
AN ACT, BUT A HABIT.**

— ARISTOTLE

SWIM-a-THON TITLE SPONSOR

(\$1500)

By far our biggest fundraiser of the year as the athletes commit to swim up to 5 kilometres in a single timed event!

This Swim Canada-promoted event receives significant promotion as our young athletes compete to raise the most funds from family and friends. The funds raised allow us to purchase resources for training and the club—as well as support the community as well, with support also going to a local Vernon charity.

- Title sponsor of event
- Prominent Signage at the event
- Branding prominence in pre-, during, and post-event marketing
- Website presence
- Recognition and thank-yous at club level opportunities
- Inclusion in our social media posts
- Other opportunities as they are developed!

VKSC HOSTED SWIM MEET - Lane SPONSOR

(\$300 x 14 opportunities)

Not ready to commit to the VKSC Swim Meet – Title Sponsor level, no problem! Be part of the action as a sponsor of a swim lane, we have 8 of them less the title sponsor signage of course!

Your sponsorship will help our club launch the best event we can host for our athletes and visiting friends and competitors, all while promoting your community based business. It's truly a win-win-win!

- 1 x Lane Sponsor Sign
- Recognition in pre- and post-event marketing and communications
- Name/Logo on meet package as a lane sponsor sent to all visiting clubs and athletes/parents
- Thank-yous at the events
- Website presence
- Inclusion in our social media posts

2025-26 SEASON

**If you're interested in becoming a sponsor,
let's connect!**

ways_means@kokaneeswimclub.ca

Roger Lore - 1.403.968.0648

Josh Clark - 1.867.335.1250

VKSC is a non-profit society, therefore amounts received are not tax deductible as a charitable contribution for business or individuals. Amounts received may be tax deductible as advertising and/or marketing expenses for businesses.

