



WINDSOR AQUATIC CLUB

Sponsorship

2024-2025

What is the Windsor Aquatic Club?

The Windsor Aquatic Club is a non-profit club with over 340 swimmers competing from Novice to National level competitions. We also have a beginner (Swim 4 Success) program where we teach children basic swimming skills – the steppingstone to competitive swimming and where they hopefully develop the love of the sport. Many of our competitive swimmers are currently ranked provincially and nationally, representing our club across both Ontario, Canada as well as internationally. Our goal is to develop athletes of all ages and levels of ability to their full potential. 2020 marked the 50th anniversary of our club! Our program is swimmer-centered, coach directed, and parent supported.

Our Mission: Together we, as swimmers, parents, and the coaching team, will be the premier, competitive swim team in Windsor.

We remain true to our values of Courage and Commitment, Integrity and Respect, Excellence and Accountability.



Why is sponsorship needed?

As with any sport, the challenge of providing the best opportunities for our swimmers comes at a price. Our club has a strong support system of coaches and volunteer parents who work year-round to help lower the burden on our swimmers' families. We depend heavily on fundraising such as charity bingos, swim-a-thon, swim meets, etc.

The majority of our sponsorship funds will be used to cover expenses such as pool time, lifeguard rates, coaching, equipment & travel costs.

Advertising Sponsor

Contributors who purchase advertising space have different options, which are listed on the following page, when deciding what form of recognition they would like to receive. We are always open for other forms of advertising you may have in mind.

Product of Service Sponsor

Contributors who wish to supply a product or service to a Silent Auction, raffle, food or beverages for special events; office supplies and materials (e.g., Printing) will be given recognition depending on the value of the product or service.

WAC is a non-profit organization. Amounts received may be tax deductible as advertising – marketing expenses for businesses, however, are not tax deductible as a charitable contribution for businesses or individuals.



Sponsorship Levels

(Sponsorship time period is September – August each year)

Gold Level : \$1000 per year

- Gold level recognition on the WAC website
- Scrolling logo on two 10' X 12" LED boards in the pool area during hosted meets visible by all
- Share company's promotional material through social media and emails throughout the year.
- Recognition at the Year End Banquet

Silver Sponsor > \$500 per year

- Silver level recognition on the WAC website
- Scrolling logo on two 10' X 12" LED boards in the pool area during hosted meets visible by all
- Recognition at the Year End Banquet

Bronze Level: Supporter:

WAC Supporter – Donates products for meets or other events

- Supporter recognition on the WAC website
- Scrolling logo on two 10' X 12' LED boards in the pool area visible by all
- Recognition at the Year End Banquet

Swim Meet Catering

- Supporter recognition on the WAC website
- Scrolling logo on two 10' X 12' LED boards in the pool area visible by all
- Name displayed on an 8 1/2 x 11 sheet in the food service area during the swim meet visible by all volunteers, coaches and officials



What are the benefits of sponsorship?

As a sponsor of competitive swimming in Windsor, you will join the ranks of many businesses that have recognized the value of demonstrating support for youth activities in the community.

- Your sponsorship will assist WAC to continue to be a strong contender in the sport of swimming and further the dreams and aspirations of our swimmers
- Your sponsorship can establish a very positive association of your product or service with WAC, to distinguish or enhance your profile in the community
- As a province and country, we are seeing a strong shift towards teaching the importance of physical activity and fun to our youth. By supporting WAC, you are allowing our club to inspire young people to become and remain active throughout their childhood and leave a lasting legacy that will continue for the rest of their lives.
- Unlike professional sports, amateur sports, and non-profit organizations such as the WAC are supported mainly by dedicated volunteers and require external funding and sponsorships to ensure their continued success.



One of the two 10' X 12' LED boards in the pool area