



WHITBY
*
SWIMMING

**SPONSORSHIP
PACKAGE**



WELCOME

2021-2022 Season / September 1, 2021 to August 31, 2022

Whitby Swimming, is a not-for-profit competitive swimming organization in Whitby, Ontario looking for corporate sponsorship partners like you. Contributing to our club helps support the development of our swimmers through direct investment to our club's equipment and operation costs.

Sponsorship provides you access to advertise your business to over 140+ youth and their families, from the ages of approximately 6 to the university level, to Masters (adult).

We have members who typically represent our club at every level, local, national and international.

We can provide customized solutions to advertise your product at a time of year during our time trials, or virtual or live hosted swim meets (when allowed)/ fundraising or team events. From print, Online, clothing, or product displays, social media, newsletter features and web presence, we have a variety of options to suit your businesses.

Looking to develop awareness for your brand? Launch a new service? Advertise your camp? Generate awareness? Discounts to drive traffic into your business? Our partnership would be mutually beneficial.

If you are interested in sponsoring us please send an email to:

fundraising@whitbyswimming.ca

Thank you for your support!



SPONSORSHIP OPPORTUNITIES FOR YOUR BUSINESS

(BRONZE, SILVER, GOLD, PLATNIUM & TITLE SPONSORSHIP)

BRONZE SPONSOR - Up to \$350 +

What we get:

- Sponsors provide a monetary contribution of up to \$350+

What you get:

- Your company logo displayed on our club website under “Sponsors”
- Recognition to our community at our year end banquet as a Sponsor.
- Tile ad in 2021-2022 Season swim meet programs, time trials, virtual cross-club meet programs (referenced by multiple of swimmers’ families throughout meets)
- Recognition on our social media channels as sponsor (Facebook, Twitter, Instagram etc.)
- Recognition at Swim-a-thon event(s) to 140+ swimmers and families, awareness for your brand
- Recognition to our community at our year end banquet as a Sponsor
- Ask us about co-branding opportunities on Whitby Merchandise *(available only at certain times)*

SILVER SPONSOR- \$1000 +

What we get:

- Sponsors provide a monetary contribution of \$1000+

What you get:

- Your company logo displayed on our club website under “Sponsors”
- Quarter page ad in 2021-2022 Season swim meet programs, time trials, virtual cross-club meet programs (referenced by multiple of swimmers’ families throughout meets)
- Whitby Swimming **Sponsorship Plaque** to display in your business
- Recognition in our monthly newsletter to parents with a description of your business/service and/or promotion (2 times – Fall/Spring)
- Recognition on our social media channels as sponsor (Facebook, Twitter, Instagram etc.)
- Ability to have coupons and/or promotions on our social media channels (2 times: Fall/Spring)
- Recognition at Swim-a-thon event(s) to 140+ swimmers and families, awareness for your brand
- Recognition to our community at our year end banquet as a Sponsor
- *Ask us about co-branding opportunities on Whitby Merchandise (available only at certain times)*



SPONSORSHIP OPPORTUNITIES FOR YOUR BUSINESS

(BRONZE, SILVER, GOLD, PLATNIUM & TITLE SPONSORSHIP)

GOLD SPONSOR- \$2000 +

What we get:

- Sponsors provide a monetary contribution of \$2000+

What you get:

- Branded logo on dive blocks at 1 swim meet
- Your company logo displayed on our club website under “Sponsors”
- Half-page ad in 2021-2022 Season swim meet programs, time trials, virtual cross-club meet programs (referenced by multiple of swimmers’ families throughout meets)
- Whitby Swimming Sponsorship Plaque to display in your business
- Recognition in our monthly newsletter to parents with a description of your business/ service and/or promotion (4 times – Fall/Spring)
- Recognition on our social media channels (Facebook, Twitter, Instagram etc.)
- Ability to have coupons and or promotions on our social media channels (2 times: Fall/Spring)
- Recognition at Swim-a-thon event(s) to 140+ swimmers and families, awareness for your brand
- Recognition to our community at our year end banquet as a Sponsor
- Ask us about co-branding opportunities on Whitby Merchandise *(available only at certain times)*
- Recognition to our community at our year end banquet as a Sponsor

PLATINUM SPONSOR- \$5000 +

What we get:

- Sponsors provide a monetary contribution of \$5000+

What you get:

- Branded Logo on dive blocks at 2 swim meets
- Branded Sponsor Free-Standing Banner at 2 swim meets
- Sponsorship/partnership announcement emailed to club membership
- Full page ad in 2021-2022 Season swim meet programs, time trials, virtual cross-club meet programs (referenced by multiple of swimmers’ families throughout meets)
- Your logo displayed on our website under “Sponsors” with a link to your website and social media
- Whitby Swimming Sponsorship Plaque to display in your business
- Recognition in our monthly newsletter to parents with a description of your business/service and/ or promotion (4 times – Fall/Winter/Spring/Summer)
- Recognition on our social media channels (Facebook, Twitter, Instagram etc.)
- Ability to have coupons and or promotions on our social media channels 4 times
- Recognition at Swim-a-thon event(s) to 140+ swimmers and families, awareness for your brand
- Recognition to our community at our year end banquet as a Sponsor
- *Ask us about co-branding opportunities on Whitby Merchandise (available only at certain times)*



SPONSORSHIP OPPORTUNITIES FOR YOUR BUSINESS

(BRONZE, SILVER, GOLD, PLATNIUM & TITLE SPONSORSHIP)

TITLE SPONSORSHIP- \$7500 +

What we get:

- Sponsors provide a monetary contribution of \$7500+

What you get:

- Branded Sponsor Banner displayed at AOP Pool for the 2021-2022 Season
- Branded Logo on dive blocks all season including swim meets
- Branded Sponsor Free Standing Banner at all swim meets
- Sponsorship/partnership announcement emailed to club membership
- Invitation for company representative to present medals/awards at meets/banquet with recognition of company and title sponsorship
- Full page ad in 2021-2022 Season swim meet programs, time trials, virtual cross-club meet programs (referenced by multiple of swimmers' families throughout meets)
- Your company logo and description displayed on our club website under "Sponsors" with a link to your website and social media
- Recognition in our monthly newsletter to parents with a description of your business/service and/or promotion (4 times – Fall/Winter/Spring/Summer)
- Recognition on our social media channels bi-monthly (Facebook, Twitter, Instagram etc.)
- Ability to have coupons and/or promotions on our social media channels up to 8 times
- Whitby Swimming Sponsorship Plaque to display in your business
- Recognition at Swim-a-thon event(s) to 140+ swimmers and families, awareness for your brand
- Recognition to our community at our year end banquet as a TITLE Sponsor
- Ask us about opportunities for co-branding on Whitby Merchandise (*available only at certain times*) e.g. Sponsorship Towel / T-shirt used by swimmers at swim meets/Swim-a-thon



SPONSORSHIP OPPORTUNITIES

Are you looking for a way to showcase your business to families in Whitby, the GTA, Durham Region, or provincially? Our swim club can offer you a unique opportunity to grow awareness for your business, products/ services, while supporting the operations of our not-for-profit swim club.

WHITBY SWIMMING MEMBER DEMOGRAPHICS

The Whitby Dolphins Swim Club Inc., operating as Whitby Swimming, is a not-for-profit organization. There are over 140+ swimmers in our competitive and masters programs. Within our growing club, there are Intro swimmers (approximately ages 6 and up) to National level and University competitors. Competitive swimmers need to maintain academic success to remain on the team. Our club also runs pre-competitive programs, aimed at new and typically younger swimmers. These 40+ swimmers train with the goal of entering competitive swimming.

WE NEED YOUR SUPPORT NOW MORE THAN EVER!

The cost of maintaining a strong competitive program is high. As a not-for-profit, amateur sport organization our day-to-day club runs largely on the help of sponsors like you. Your sponsorship to the Whitby Swimming would go directly towards the cost of pool time, coaching, and technical training and technical equipment (lane ropes, electronic timing, diving blocks etc.). With reduction in the number of swimmers in a lane due to COVID, we are relying on your support now, more than ever!

WHITBY SWIMMING IN THE COMMUNITY

Swimmers are training in pools and participating in dryland training at the Anne Ottenbrite pool/ Iroquois Sports Complex in Whitby, and at the exclusive Toronto PanAm pool in Scarborough, Ontario and Eastview Boys and Girls Club in Oshawa. Notably, as a team, we have also grown in reputation, having swimmers compete local, regional and at international meets.

Our club strives to help youth develop skills outside swimming as well and give back to the community. In May, after COVID-19 hit, our club ran a successful bottle drive fundraiser in support of both our club and Feed the Need Durham. Even though we were not in the pool at that time, the club came together as a community.

RETURN ON YOUR INVESTMENT

It's good business - we recognize you as valuable partner, enhancing your community profile. Sponsor names and logos are seen by our club members and approximately 1000 youth and their families at the various swim meets we host.

It's good for kids - your contribution helps build swimmers and allows them to achieve their goals. It's good for the club - your financial support helps us ensure our club's present and future. Thank you for taking the time to consider supporting our swimmers & club.

Sincerely,
Tanya Baglole
Fundraising Chair, Whitby Swimming fundraising@whitbyswimming.ca