

SPONSORSHIP PACKAGE

Whitby Swimming
2024-2025 Season





ABOUT US

Whitby Swimming, is a not-for-profit competitive swimming organization in Whitby, Ontario looking for corporate sponsorship partners like you.

We have members who typically represent our club at every level of competition including local, regional, national and international both in the olympic and paralympic programs.

We also organize multiple competitions per season with a total of over 2,000 participating swimmers from across the province.

MISSION STATEMENT

Creating Lifelong Swimming Experiences

CLUB OVERVIEW

> **DEMOGRAPHICS**

The Whitby Dolphins Swim Club Inc., operating as Whitby Swimming, is a not-for-profit organization. There are over 150+ swimmers in our competitive and masters programs. Within our growing club, there are Intro swimmers (approximately ages 8 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.

> **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 Pan Am pool in Scarborough, Ontario. The new North Whitby pool is currently under construction and will become another facility where the club will be able to not only train, but host competitions. Notably, as a team, we have also grown in reputation, having swimmers compete at local, regional, national and international events. Our club strives to help youth develop skills outside of swimming as well and give back to the community.





SPONSORSHIP OVERVIEW

> 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.

> WHY SPONSORING

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 Whitby Swimming would go directly towards the cost of pool time, coaching, technical training and technical equipment (lane ropes, electronic timing, diving blocks etc.).

> RETURN ON YOUR INVESTMENT

It's good business - we recognize you as a 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 success. Thank you for taking the time to consider supporting our swimmers & club.

SOCIA MEDIA PRESENCE*



FACEBOOK

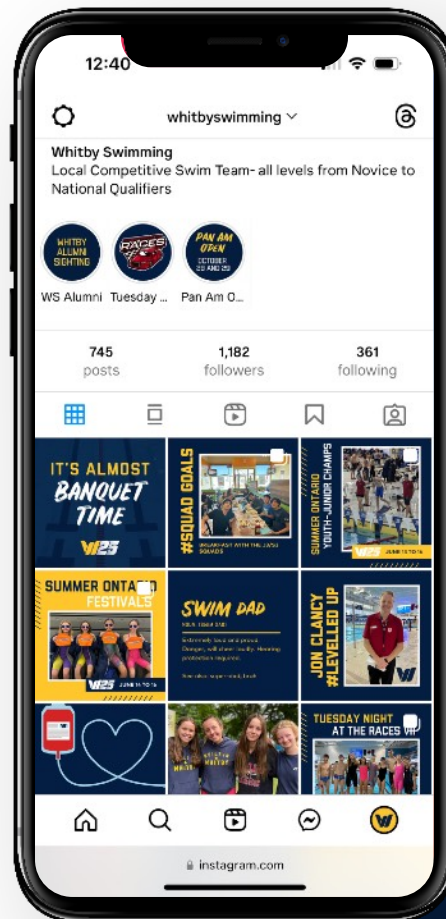
Over 1,000 monthly page visits
Over 8,000 accounts reached annually

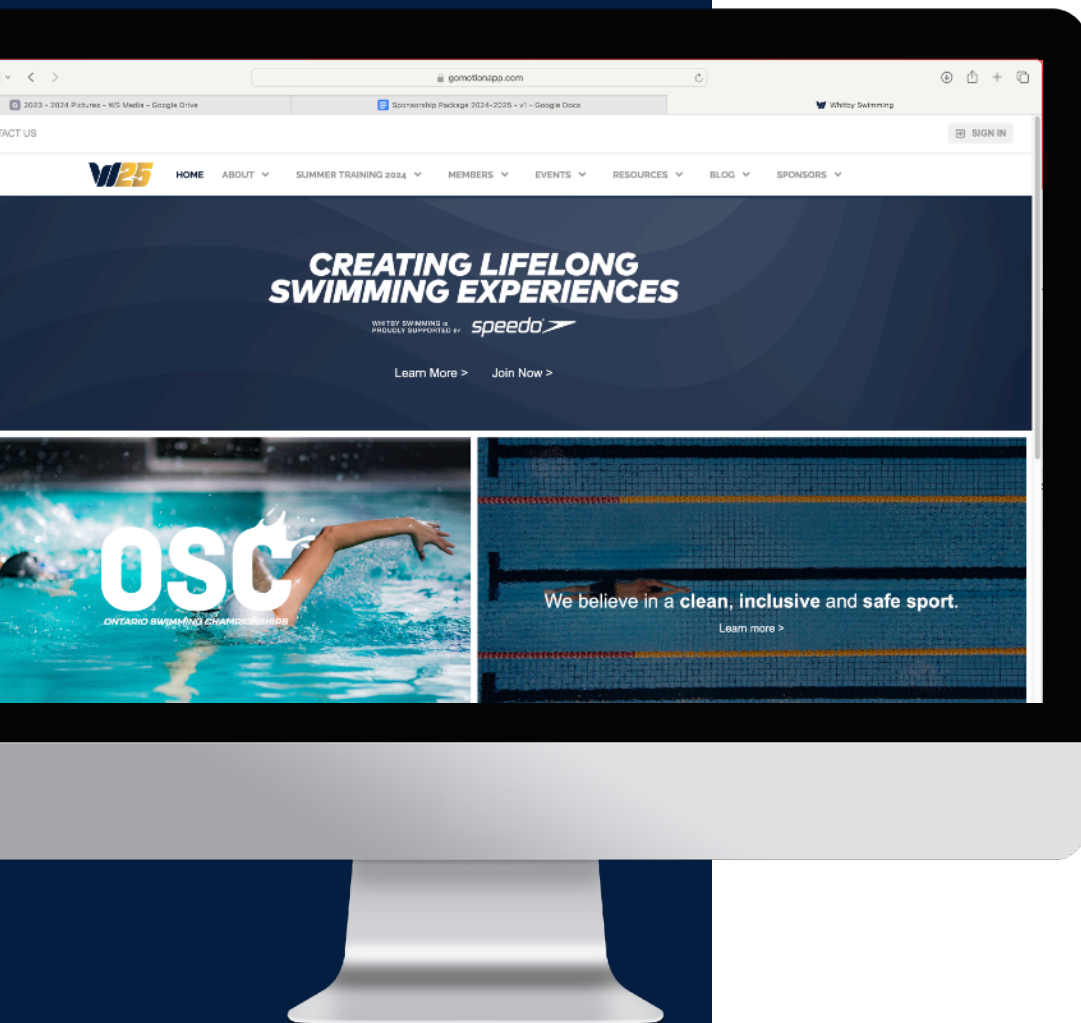


INSTAGRAM

Over 1,000 monthly profile view
Over 60,000 accounts reached annually

* All organic - No paid promotion





REGISTRATION WEBSITE

OVER 1,000 HOME PAGE VIEWS PER WEEK

Our registration website records constantly more than 1,000 home page visits per week with over 800 different users per month.

It is a great way to get seen by the provincial swimming community and the local families.

SPONSORSHIP LEVELS



BRONZE LEVEL

What we get:

- Sponsors provide a monetary contribution of \$350+

What you get:

- Your company logo displayed on our club website under "Sponsors"
- Tile ad in 2024-2025 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 a sponsor (Facebook, Instagram etc.)
- Recognition at our Swim-a-thon event to over 150+ swimmers and their families, and awareness for your brand
- Recognition to our community at our year end banquet as a Sponsor

SILVER LEVEL

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 2024-2025 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 a sponsor (Facebook, Instagram etc.)
- Ability to have coupons and/or promotions on our social media channels (2 times – Fall/Spring)
- Recognition at our Swim-a-thon event to over 150+ swimmers and their families, and awareness for your brand
- Recognition to our community at our year end banquet as a Sponsor
- Ask us about opportunities for co-branding on Whitby Merchandise (available only at certain times in the year)

GOLD LEVEL

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 2024-2025 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, Instagram etc.)
- Ability to have coupons and or promotions on our social media channels (2 times – Fall/Spring)
- Recognition at our Swim-a-thon event to over 150+ swimmers and their families, and awareness for your brand
- Recognition to our community at our year end banquet as a Sponsor
- Ask us about opportunities for co-branding on Whitby Merchandise (available only at certain times in the year)

PLATINUM LEVEL

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 2024-2025 Season swim meet programs, time trials, virtual cross-club meet programs (referenced by multiple of swimmers' families throughout meets)
- Your company logo displayed on our club 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, Instagram etc.)
- Ability to have coupons and or promotions on our social media channels 4 times
- Recognition at our Swim-a-thon event(s) to over 150+ swimmers and their families, and awareness for your brand
- Recognition to our community at our year end banquet as a Sponsor
- Ask us about opportunities for co-branding on Whitby Merchandise (available only at certain times in the year)



TITLE SPONSOR

What we get:

- Sponsors provide a monetary contribution of \$7500+

What you get:

- Branded Sponsor Banner displayed at AOP Pool for the 2023-2024 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 2024-2025 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, 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 our Swim-a-thon event(s) to over 150+ swimmers and their families, and 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 in the year) Sponsorship Towel / T-shirt - used by swimmers at swim meets / Swim-a-thon*

GET IN TOUCH



Email

Lisa Boon
Fundraising Chair
Board of Directors

fundraising@whitbyswimming.ca



THANK YOU!

