



Raleigh Swimming Association

www.swimrsa.org

2025-2026 Sponsorship Opportunities

Who are we?

Raleigh Swimming Association (RSA) is a 501(c)3 nonprofit organization whose mission is to provide a safe, healthy and positive environment that fosters good sportsmanship, teamwork and leadership for all ages and abilities. RSA's vision is to give each athlete the opportunity to excel, the confidence to succeed and the chance to swim in college.

Founded in 1959 by Bill Sonner, North Carolina Sports Hall of Fame swimming legend, today's RSA is dedicated to providing total aquatic programming. RSA offers instruction to everyone: the toddler learning to swim, the senior citizen swimming laps for exercise, the USA Swimming elite athlete competing for college scholarships and competition accolades. RSA's Wahoo Swim Academy teaches over 6,000 swim lessons annually. The Masters swim team for athletes over eighteen years old offers recreational and competitive swimming. RSA's flagship program, the swim team, has over 570 members ages three to nineteen years old.

RSA's swim team is the oldest year-round swim team in the Triangle area. We have a rich tradition of team spirit, community service and inclusion. RSA is the place where thousands of children take their first swim lessons, where athletes develop a life-long love of swimming and where champions train.

Why are donations and sponsorships needed?

Ninety-five percent of RSA's revenue is from programming and membership fees. Sponsorships and donations provide opportunities to enhance the William H. Sonner Aquatic Facility, maintain lower participant and athlete member costs, provide scholarships, increase community outreach and offer additional programming like mental health workshops and nutrition seminars.

RSA depends on businesses, donors, volunteers and community partnerships to offer the best programming possible.

Sponsorship Opportunities

You have an opportunity to support programming that serves a vital purpose in the community, including scholarships for at-risk populations.

RSA offers promotion of your company to our membership through signage, advertisement, website recognition, social media and more. Our social media following includes over 2,300 followers with ties to thousands outside our swimming community. We invite you to consider one of our sponsorship levels. We also welcome your interest in developing a sponsorship package designed uniquely to fit your needs. Contact Laura Hubbard at laura.hubbard@swimrsa.org to design your package today.

Sponsorship checks should be made payable to **Raleigh Swimming Association** and mailed to:

Laura Hubbard, Executive Director
Raleigh Swimming Association
1013 Jones Franklin Road
Raleigh, North Carolina 27606



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	Gold Medal	Silver Medal	Bronze Medal	Wahoo	Friend
DONATION LEVEL	\$5,000.00	\$3,500.00	\$2,500.00	\$1,500.00	\$500.00
Swim Meet Naming	✓				
Industry Inclusivity	✓ meet specific	✓ event specific	✓ event specific		
Promotional Imprint	✓				
Logo on T-shirt	✓ meet specific	✓ event specific			
4 x 6 Banner Displayed at Sonner	✓	✓	✓	✓	
4 x 6 Banner Displayed at Swim Meet	✓				
Logo on RSA Website	✓ 12 months	✓ 6 months	✓ 6 months	✓ 3 months	✓ 3 months
Weblink on RSA Website	✓	✓	✓	✓	✓
Facebook/Instagram Mentions	12	6	6	3	2
Company Mention During Event	✓	✓	✓		
Promotional Material Distribution	✓	✓			

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