



# SPONSORSHIP OPPORTUNITIES

Promote your brand to a large audience of  
swimmers, families, and swimming  
enthusiasts.

MISSISSAUGA AQUATIC CLUB  
[WWW.MISSISSAUGASWIMMING.COM](http://WWW.MISSISSAUGASWIMMING.COM)







# A TRADITION OF EXCELLENCE

**Mississauga Aquatic Club (MSSAC)** is a large Canadian youth sport organization. At capacity, we train nearly **500 swimmers** ages 6 & up, from novice pre-competitive to Olympic-level competitive.

MSSAC celebrated its **60<sup>th</sup> anniversary** in 2024. MSSAC is recognized today as a **high performance club**, the team to beat in Ontario, and a **dominant force in Canadian swimming**. Our swimmers reach the podium at all levels of the sport, all around the world.





## TEAM MSSAC

MSSAC is a **non-profit, community-based, diverse and inclusive** organization.

We are operated by a volunteer Board of Directors, paid professional NCCP certified coaches, a paid club administrator, and hundreds of parent volunteers.

In addition to supporting our athletes at all levels of **training and competition**, we host and officiate **swim competitions that attract thousands of swimmers.**





# THE MSSAC TEAM

MSSAC is synonymous with **sports and athleticism**, and about much more than races and medals. MSSAC is a **village** bursting with **youthful energy**; an entire **team** from parents to sponsors pulling in the same direction.

MSSAC has come to represent **excellence** by producing not only **great athletes**, but **great citizens** as a by-product. Our logo, our signs, our athletes' team wear are among the outward-symbols that carry our reputation far and wide.



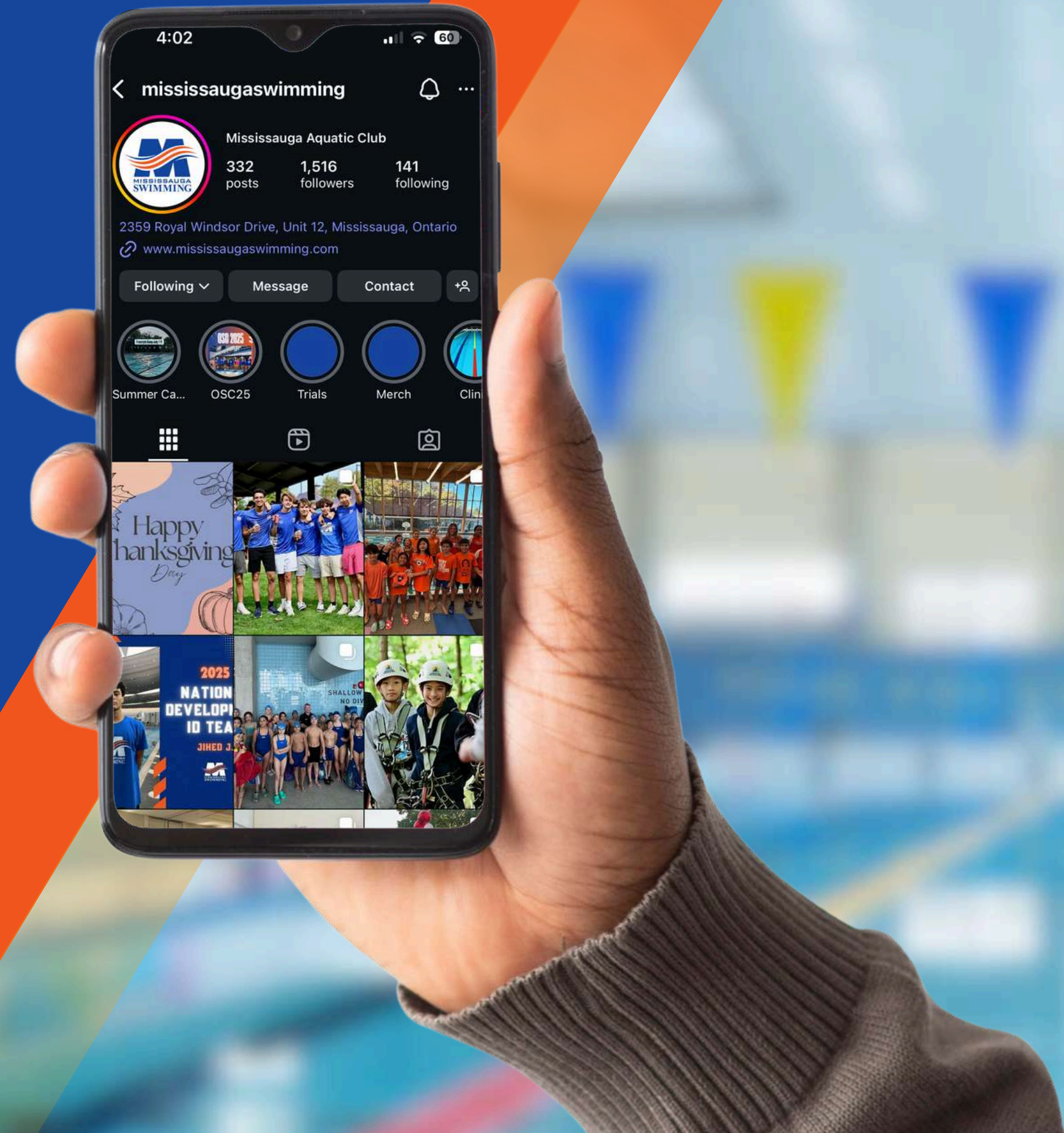




# MSSAC SOCIAL MEDIA

MSSAC is active on social media. Our content reaches **1,500+ followers**, including swimmers of all ages, swim parents, sport associations, influencers, and City, Regional, Provincial, National, and International sport organizations.

We also frequently **share and engage with our sponsors' content**. We have an average of **34,000 monthly profile views** on Instagram & Facebook.







## MISSISSAUGA PROUD

MSSAC is deeply **connected to the City of Mississauga**. We participate in community events and give to local groups such as Terry Fox Run.

Being part of Team MSSAC is a source of **pride** for our swimmers, families, coaches, and sponsors!





# OUR FUNDING

MSSAC relies on swimmers' fees, swim meet revenue and fundraising. Together with sponsorships, these revenue streams allow us to make world-class competitive swim training accessible to as many families as possible.

## FAMILIES

**MSSAC families** pay Swim Canada dues, training fees, dryland fees, swim meet fees and other swimmer-absorbed expenses.

## SWIM MEETS

MSSAC hosts up to 6 **major swim meets each season** at various Ontario venues. These 2-4 day swim meets are attended by thousands of swimmers and fans.

## FUNDRAISING

MSSAC holds **annual fundraising campaigns** to help us keep training fees down, purchase needed equipment, support athlete travel and so much more.



# HOSTED MEETS

MSSAC will be hosting five swim meets throughout the season, offering valuable opportunities for brand exposure and community visibility. These events attract a wide audience, including athletes, families, and spectators, and live streaming coverage that increases reach and awareness beyond the pool deck.

|                              | # OF DAYS | # OF SESSIONS | # OF SWIMMERS | # OF OFFICIALS | # OF SPECTATORS | # OF LIVE STREAMING VIEWERS |
|------------------------------|-----------|---------------|---------------|----------------|-----------------|-----------------------------|
| HARVEST INVITATIONAL         | 3         | 6             | 600           | 300            | 1,000           |                             |
| MSSAC OPEN                   | 3         | 7             | 700           | 350            | 1,200           | 3,000                       |
| FUTURE STARS LEAGUE          | 1         | 2             | 500           | 100            | 1,000           |                             |
| 14 & UNDER FUTURE STARS      | 2         | 4             | 500           | 200            | 700             |                             |
| DR.RALPH HICKEN INVITATIONAL | 4         | 11            | 1,000         | 600            | 3,000           | 8,000                       |





# WELCOME ABOARD

Welcome and **thank you** for joining our loyal supporters from the food, automotive, retail, financial, healthcare, service, community, and fitness sectors!

You can choose **full season and/or swim meet sponsorship options**.

## FULL SEASON CLUB SPONSORSHIP

12 months, September - September  
From \$500 - \$7,500

## SWIM MEET SPONSORSHIP

Up to 4 MSSAC swim meets, October - July  
From \$200 - \$1,250 per meet

MSSAC's marketing team is pleased to work with sponsors to also offer **alternate options** including in-kind or promotional partnerships.





# FULL SEASON SPONSORSHIP - TWELVE MONTHS

## BRONZE

~~\$1,000~~ \$500

Includes:

**Full Season:**

- Logo & link on MSSAC website
- 1 email announcement
- Social content shared up to 3x

## SILVER

~~\$2,500~~ \$1,250

Includes:

**Full Season:**

- Logo & link on MSSAC website
- 1 MSSAC social media post
- 1 email announcement
- Social content shared up to 5x

## GOLD

~~\$5,000~~ \$2,500

Includes:

**Full Season:**

- Logo & link on MSSAC website
- 2 MSSAC social media posts
- 1 email announcement
- 1 OnDeck app announcement
- Social content shared all season

**Swim Meets (5 invitational meets)**

- Small logo in meet packages
- OnDeck app post
- Logo on jumbotron (2-4 days during meet warmups)

## DIAMOND

~~\$10,000~~ \$5,000

Includes:

**Full Season:**

- Logo & link on MSSAC website
- 3 MSSAC social media posts
- 1 email announcement
- 1 OnDeck app announcement
- Social content shared all season
- Mention in MSSAC News Release

**Swim Meets (5 invitational meets)**

- Small ad in meet packages
- OnDeck app post
- Logo & sponsor recognition on jumbotron (2-4 days during meet warmups & finals)

## PLATINUM

~~\$15,000~~ \$7,500

Includes:

**Full Season:**

- Logo & link on MSSAC website
- 5 MSSAC social media posts
- 1 email announcement
- 1 OnDeck app announcement
- Social content shared all season
- Mention in MSSAC News Release
- News feature on MSSAC website.
- Logo on selected MSSAC medals

**Swim Meets (5 invitational meets)**

- Large ad in meet packages
- Signage at venues stairwells
- PA Announcement at finals
- OnDeck app post
- Logo & sponsor recognition on jumbotron (2-4 days during meet warmups & finals warm up)



# WHAT A FULL SEASON SPONSORSHIP GETS YOU

|                            | BRONZE | SILVER | GOLD | DIAMOND | PLATINUM |
|----------------------------|--------|--------|------|---------|----------|
| MSSAC Website              | ✓      | ✓      | ✓    | ✓       | ✓        |
| MSSAC Member Communication | ✓      | ✓      | ✓    | ✓       | ✓        |
| MSSAC Social Media         |        | ✓      | ✓    | ✓       | ✓        |
| MSSAC Swim Meets           |        |        | ✓    | ✓       | ✓        |
| News Release               |        |        |      | ✓       | ✓        |
| MSSAC Medals               |        |        |      |         | ✓        |



# MSSAC SWIM MEET SPONSORSHIPS

We can integrate your brand at **up to 4 MSSAC-hosted swim meets in 2025-2026**. A great opportunity to **reach thousands** of local, national, and international swimmers and families. Sponsor all 4, or single meets. Options below are priced PER meet.

## FULL MEET SPONSOR

**\$1,250 (4 days meet))- \$900 (2-3 days meet)**

- Your company signage on display in the Olympium public areas
- Full page ad in meet program (digital)
- Logo & sponsor recognition on jumbotron during meet warm up
- PA announcement at finals
- MSSAC social media recognition

## PROGRAM SPONSOR

**\$500**

- Full page ad in meet program (digital)
- Logo & sponsor recognition on jumbotron during warmup sessions

**\$300**

- Half page ad in meet program (digital)

**\$200**

- Quarter page ad in meet programs (digital)



# REGISTRATION FORM



## Sponsorship Registration Form

| Sponsorship Level                 | Amount  | Quantity | Total |
|-----------------------------------|---------|----------|-------|
| Platinum                          | \$7,500 |          |       |
| Diamond                           | \$5,000 |          |       |
| Gold                              | \$2,500 |          |       |
| Silver                            | \$1,250 |          |       |
| Bronze                            | \$500   |          |       |
| Full Meet + Lane                  | \$1,250 |          |       |
| Program Sponsor<br>(full page)    | \$500   |          |       |
| Program Sponsor<br>(half page)    | \$300   |          |       |
| Program Sponsor<br>(quarter page) | \$200   |          |       |

Total Sponsorship Support: \_\_\_\_\_

Please submit this form and all artwork to [sponsorship@mississaugaswimming.com](mailto:sponsorship@mississaugaswimming.com)

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please select your method of payment:

☐ Etransfer to: [susanne@mississaugaswimming.com](mailto:susanne@mississaugaswimming.com)

☐ Cheque payable to: Mississauga Aquatic Club

2359 Royal Windsor Drive, Unit 12

Mississauga, ON L5J 4S9

Members Only:

☐ Credit Card: please contact [susanne@mississaugaswimming.com](mailto:susanne@mississaugaswimming.com)





# THANK YOU!

MSSAC thanks you for your generous support!

## CONTACT US

**Phone Number:** 905.822.7946

**Website:** [www.mississaugaswimming.com](http://www.mississaugaswimming.com)

**Instagram:** @mississaugaswimming

**Email Address:** [sponsorship@mississaugaswimming.com](mailto:sponsorship@mississaugaswimming.com)

**Address:** 2359 Royal Windsor Drive, Unit 12,  
Mississauga, ON L5J 4S9

