

SPONSORSHIP OPPORTUNITIES

65TH ANNUAL CHERRY BOWL



07.26.25

JULY ○ WILLOWDALE SWIM CLUB ○ 2025

CHERRY BOWL 2025

THE EVENT

One of South Jersey's longest running summer sporting events, The Cherry Bowl Swimming Championship offers the neighborhoods of Cherry Hill an annual opportunity to shine. Cherry Hill is unique because it is home to 12 swim clubs, each having offered summer fun, competition, and sportsmanship for over 60 years.

THE AUDIENCE

Roughly 2,500 spectators are expected as 800 swimmers compete individually and with their teams to claim the 2025 Cherry Bowl Championship. Thousands more will watch the competition live on YouTube. The event starts at 9am with the parade of teams and ends mid-afternoon with the championship presentation.

THE BENEFITS

With a captive audience made up of families and fans from Cherry Hill and throughout South Jersey, this is your opportunity to be a sponsor of a one-of-a-kind event, while attracting local customers to your business!

CHERRY BOWL 2025 SPONSORSHIP LEVELS

PRESENTING

- Event naming rights, "2025 Cherry Bowl Presented by...(YOUR NAME HERE)
- Logo on live stream throughout the swim meet
- (5) :30 ad (or live reads) to run during commercial breaks on live stream
- Logo on all event advertising
- Logo on inside cover of program book
- (1) 8'X8' tent space in vendor village
- (50) Sponsored social media posts during June/July
- (10) Individual swim meet event sponsor announcements
- Company banner hung at Willowdale Swim Club for 2025 and 2026 season
- Company banner hung at participating swim clubs (12) for July
- Logo on Cherry Bowl volunteer shirts
- (1) Full spread advertisement in program book
- (2) Full page advertisements in program book
- Logo on first page of program book
- Logo on Willowdale Swim Club website
- Logo on Cherry Bowl website
- (10) Cherry Bowl swim meet tickets

\$15,000

****JUST ONE PRESENTING SPONSORSHIP AVAILABLE****

PLATINUM

- Logo on all event advertising
- Logo on inside cover of program book
- (1) 8'X8' tent space in vendor village
- (10) Sponsored social media posts during June/July & mentions during live stream
- (5) Individual swim meet event sponsor announcements
- Company banner hung at Willowdale Swim Club for 2025 season
- Logo on Cherry Bowl volunteer shirts
- (2) Full page advertisements in program book
- Logo on first page of program book
- Logo on Willowdale Swim Club website
- Logo on Cherry Bowl website
- (6) Cherry Bowl swim meet tickets

\$5,000

GOLD

- (1) 8'X8' tent space in vendor village
- (5) Sponsored social media posts during July & mentions during live stream
- (2) Individual swim meet event sponsor announcements
- Company banner hung at Willowdale Swim Club for 2025 season
- Logo on Cherry Bowl volunteer shirts
- (1) Full page advertisement in program book
- Logo on first page of program book
- Logo on Willowdale Swim Club website
- Logo on Cherry Bowl website
- (4) Cherry Bowl swim meet tickets

\$2,500

CHERRY BOWL 2025 SPONSORSHIP LEVELS

SILVER

- (1) Full page advertisement in program book
- (2) Sponsored social media posts during July & mentions during live stream
- Logo on first page of program book
- Logo on host swim club website
- Logo on Cherry Bowl website
- (2) Cherry Bowl swim meet tickets

\$1,000

BRONZE

- (1/2) Page advertisement in program book
- (1) Sponsored social media post during July & mention during live stream
- Logo on first page of program book
- Logo on host swim club website
- Logo on Cherry Bowl website

\$500

PROGRAM BOOK AD RATES

AD TYPE	RATE
2-Page Ad Spread	\$375
Full Page Ad	\$250
Half Page Ad	\$150
Quarter Page Ad	\$75
Business Card	\$50
Individual Event Sponsor	\$40
Family/Friend 1 Line Shout Out	\$30

LIVE STREAM SPONSORSHIP

The Cherry Bowl Live Stream on YouTube is a perfect opportunity to get your business exposure to thousands of viewers on meet day and beyond. The stream will be archived and available to even more potential viewers after the live broadcast ends.

PLATINUM +

ALL THE BENEFITS OF THE PLATINUM PACKAGE PLUS...

- Live Stream Presented By...(your name here) on all pre-meet advertising and communications
- Logo on Live Stream throughout swim meet (except for replays)
- (3) :30 ads (or live reads) to run during commercial breaks on live stream
- Interview at agreed upon time during live stream

\$8,000

PRE-SHOW SPONSOR

FROM 8:30-9:20AM

- Logo on Live Stream throughout pre-meet broadcast, which includes the parade of teams and national anthem
- Interview during the pre-meet broadcast
- (1) :30 ad (or live read) during the swim meet

\$750

HALFTIME SPONSOR

30 MINUTE WINDOW BETWEEN BACKSTROKE AND BREASTSTROKE RACES

- Logo on Live Stream throughout halftime
- Interview during the halftime broadcast
- (1) :30 ad (or live read) during the swim meet

\$500

REPLAY SPONSOR

- Logo on screen during all replays and aerial footage of the meet
- (1) :30 ad (or live read) during the swim meet

\$500

SOLD OUT!

THANK YOU!

FOR MORE INFORMATION

PLEASE CONTACT
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