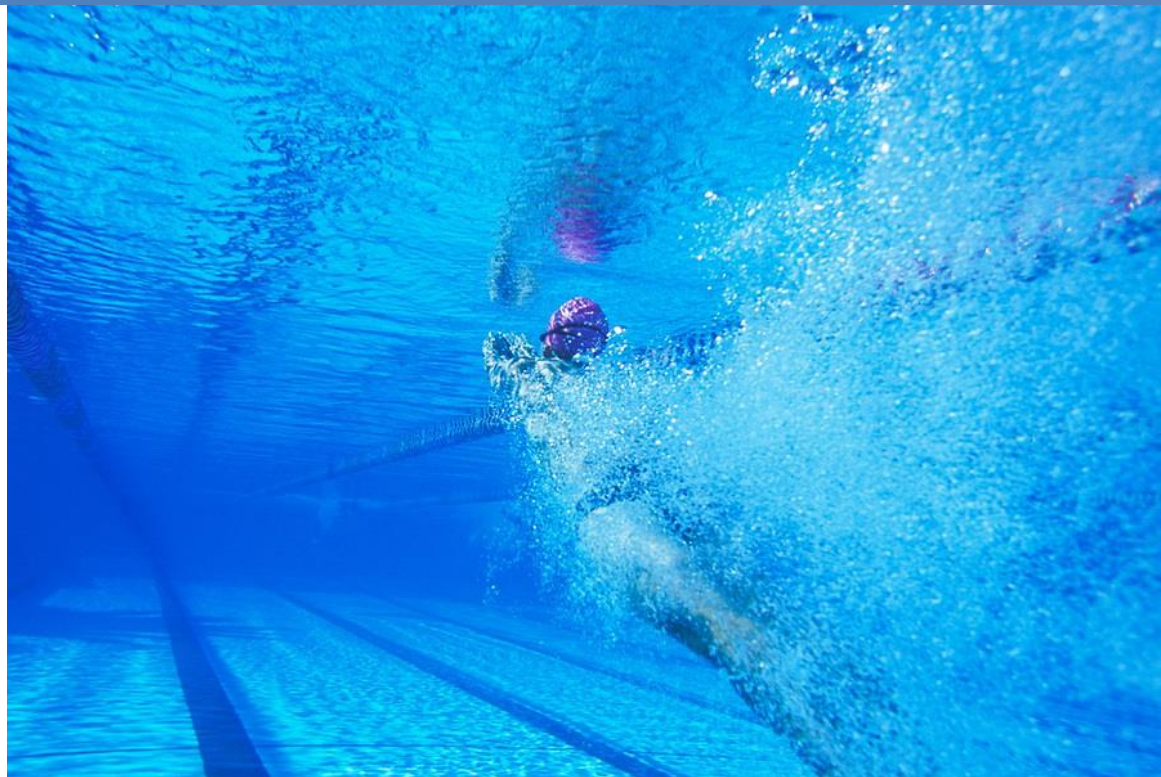




**CAYMAN ISLANDS AQUATIC SPORTS ASSOCIATION**

# Sponsorship Packet Supplement to the CIASA Strategic Plan APPENDIX N



**Bailey Weathers**  
**TECHNICAL DIRECTOR**

July 2016

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## INTRODUCTION

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In late 2012 Cayman Islands Aquatic Sports Association (CIASA) developed a Strategic Plan designed to move swimming forward through 2020. The purpose and objective of the CIASA Strategic Plan was to set out the most advantageous and positive direction for Cayman Islands Aquatic Sports, with clear and identified objectives for swimming at all levels.

In general, the Strategic Plan outlines three main areas of focus for Cayman Islands Aquatics:

1. Learn to Swim and Water Safety;
2. Competitive Aquatic Sports; and
3. Life Time Adult Swimming and the Swimming Community.

We believe the goals and objectives of the 2013 Strategic Plan are both ambitious and obtainable. However, to meet the planned objectives we will need to build strong relationships with corporate sponsors, private sponsors and the Cayman Island schools.

## SPONSORSHIP PACKET

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### 1. Primary Sponsorships roles:

To meet the objectives of the strategic plan we believe that we will need several different types of sponsors. Each type of sponsorship will allow us to pre-define how support will be used as well as provide some direction as to how to best serve potential partners. The following are CIASA definitions of sponsorship roles:

- a) **Universal Partners:** This type of sponsorship is defined as support which will have an impact in two or more of the areas of focus mentioned above. We hope these will be long term relationships which will have a great impact on overall CIASA programing.
- b) **Program Partners:** This type of sponsorship is defined as support which will target specific programs within the CIASA Strategic Plan. An example of this might be a sponsor for the CIASA “Learn to Swim” program.
- c) **Event Partners:** This type of sponsorship is defined as support which targets a particular event or need. Examples of this might be Sea Swims, the CIASA National Trials Meet, etc.
- d) **CIASA Supporters:** This type of sponsorship could be defined as more of a business relationship. In most situations CIASA supporters would be smaller businesses using the relationship for marketing purposes. In most cases this type of relationship should have no restriction on the use of funds within CIASA.

### 2. Sponsorships levels:

Sponsorships are based on annual gifts or donations.

- a) **CIASA Platinum Sponsor:** Annual gifts or donations valued at \$40,000 CI or more. Platinum Sponsors will receive recognition in all CIASA functions. Platinum Sponsors would be considered a primary sponsor for any CIASA function but may not be the “name sponsor” unless specifically outlined in the sponsorship agreement.
- b) **CIASA Gold Sponsor:** Annual gifts or donations valued at between \$25,000 and \$40,000 CI. Gold Sponsors will receive recognition in all CIASA functions. Gold Sponsors would be considered a secondary sponsor for any CIASA function but may not be the “name sponsor” unless specifically outlined in the sponsorship agreement. Though recognition is assured at each CIASA function the scope of that recognition will depend on the specific function.
- c) **CIASA Silver Sponsor:** Annual gifts or donations valued at between \$15,000 and \$25,000 CI. Silver Sponsors will receive recognition in all CIASA event functions. Silver Sponsors would be considered a secondary sponsor for CIASA event functions but may not be the “name sponsor” unless specifically outlined in the sponsorship agreement.

Though recognition is assured at each CIASA event function, the scope of that recognition will depend on the specific function.

- d) **CIASA Bronze Sponsor:** Annual gifts or donations valued at between \$10,000 and \$15,000 CI. Bronze Sponsors will receive recognition at CIASA functions as defined in their individual sponsorship agreement. Recognition is assured at each CIASA event function, but the scope of that recognition will depend on the specific function.
- e) **CIASA Sponsor:** Annual gifts or donations valued at between \$5,000 and \$10,000 CI. CIASA Sponsors will receive recognition at CIASA functions as defined in their individual sponsorship agreement. Though recognition is assured at each CIASA event function, the scope of that recognition will depend on the specific function.