



**BC Summer Swimming Association**  
SWIMMING | DIVING | WATER POLO | SYNCHRO

**JOIN.  
TRAIN.  
COMPETE.**

# **2017 SPONSORSHIP PACKAGE**



## WHO WE ARE

The BC Summer Swimming Association is a registered non-profit society with over 5900 athletes. We have been in existence since 1957 and are the largest aquatic sports association in BC. Our membership includes more than 60 affiliated clubs, which host four aquatic sports: speed swimming, springboard diving, synchronized swimming, and water polo. A list of member clubs is included in this package.

Our goal is to promote, encourage and develop amateur swimming, and associated water sports and to arrange, operate and regulate competitions therein during the summer season in the Province of British Columbia.

## WHAT ARE THE PROVINCIAL CHAMPIONSHIPS?

In August 2017, BCSSA will be hosting the 2017 Provincial Championships in Kamloops, BC. This will be the 59th Championship meet and the event will bring over 1,500 participants and their families to the city for the week-long event.

The BCSSA Provincial Championships draws nearly 5,000 people from across the province to the hosting community and generate in excess of \$3 million in cash flow. The 2012 Provincials, held in Nanaimo, filled every hotel room in the city and even in the surrounding communities! It is also worth noting that the BCSSA website receives more than 20,000 visits per month during our competitive season.



## WHY SPONSOR AQUATICS?

There are multiple reasons why sponsoring aquatics is a good idea:

- Have a direct impact on children's' abilities to strive for excellence in reaching their personal goals, gain confidence and enhance their self esteem.
- Join a community of businesses that recognize the value of supporting youth activities and fitness.
- Have a direct impact in inspiring young people to become and remain active throughout their childhood and the rest of their lives.
- Enhance your company profile, increase brand awareness, and build goodwill in the community by establishing a positive association of your product/service with amateur sport.
- Feel good that you are supporting a great cause for your community's youth.

## DIRECT BENEFITS TO YOUR BUSINESS

Online exposure to over 15,000 individuals (including athletes and their families) across B.C. between November 2016 and the end of August 2017:

- Company logo published on the BCSSA website that links back to your website or social media site.
- Company logo on BCSSA Facebook page
- Tweets highlighting your support.

Direct reach to over 5000 athletes and spectators during the week-long Provincial Championships:

- Ad in the souvenir meet program
- Logo placement near medal presentation stage
- Direct sponsor of selected swim events in meet program
- Banner displays
- Coupons and handouts at Member Services table.

Increased store traffic and sales during the event.

Increased long term sales and loyalty from swimmers, BCSSA supporters and the community.

## GET IN CONTACT WITH US

To deliver the highest quality event possible we must rely in part on the benevolent support of our partners, who provide monetary sponsorship and in-kind support. We strive to establish long-term, mutually beneficial relationships with our sponsors. We encourage you to join our community and participate in the discussion.

Contact Disa Fladmark, Provincial Office Manager by phone at 604-473-9447, or by email at [office@bcsummerswimming.com](mailto:office@bcsummerswimming.com). To join the conversation visit us @BCSSAStaff or on Facebook.

## FORMER PARTNERS



## WHY IS SPONSORSHIP NEEDED?

The annual Provincial Championships are a huge undertaking. The Championships represents the culmination of eight regional qualifying meets around the province and will bring together over 5000 individuals including athletes', parents, coaches, and volunteers. It is a large-scale event for the community and requires special facilities and equipment to ensure its success.

The majority of the funds used to cover the \$80,000 budget for the 2017 Provincial Championships come from sponsorship and other funding opportunities. Without adequate sponsorships and donations we wouldn't be able to successfully host such a large sporting event each summer.

## ADVERTISING vs. PRODUCT/SERVICE SPONSOR

We will gladly accept any support from organizations like yours.

### **Advertising Sponsor:**

Contributors who purchase advertising space for the meet have a number of options when deciding what form of recognition they would like to receive in exchange for their contribution. Options are listed on the following page.

### **Product/Service Sponsor:**

Contributors who wish to supply (donate or loan) the meet with product or services including, but not limited to: food and beverages, office equipment and supplies, materials and equipment (tarps, tents, lumber, trailers, bleachers etc.) will be given recognition depending on the value of the product and/or service.



*Exclusive Presenting Sponsor  
Opportunity Available!*

## SPONSOR PACKAGES

### **\$5000+ - PLATINUM**

- Prominent full page advertisement in the Souvenir Meet Program.
- Logo placement near medal presentation stage in high traffic area.
- Verbal recognition of your contribution during the event.
- Direct sponsor of certain swim events in the Souvenir Meet Program.
- Up to two Banners displayed at the Competition Venue during the event.
- Company Logo displayed on the BCSSA website.
- Logo displayed in the “Thank-You” section of the Souvenir Meet Program.
- Coupons etc. can be placed at our Member Services Info Table for attendees.

### **\$2,000 - 4,000 GOLD**

- Full page advertisement in the Souvenir Meet Program
- Direct sponsor of certain swim events in the Souvenir Meet Program
- Banner displayed at the Competition Venue during the meet.
- Company Logo displayed on the BCSSA website.
- Logo displayed in the “Thank-You” section of the Souvenir Meet Program.
- Coupons etc. can be placed at our Member Services Info Table for attendees.

### **\$500—1,500 SILVER**

- 1/2 page advertisement in the Souvenir Meet Program
- Banner displayed at the Competition Venue during the meet.
- Company Logo displayed on the BCSSA website.
- Logo displayed in the “Thank-You” section of the Souvenir Meet Program.
- Coupons etc. can be placed at our Member Services Info Table for attendees.

### **\$100—250 BRONZE**

- Company logo on the BCSSA website
- Company logo and Business Card in the Souvenir Meet Program
- Coupons etc. can be placed at our Member Services Info Table for attendees.

## WHY AMATEUR SPORT?

- As a province and a country we are seeing a strong shift towards teaching the importance of physical activity and fun to our children. By supporting amateur sport, you are allowing our organization to inspire young people to become and remain active throughout their childhood and to leave a lasting legacy that will continue for the rest of their lives.
- Unlike professional sports, amateur sport and non-profit organizations such as the BCSSA are supported mainly by dedicated volunteers and require external funding and sponsorships to ensure their continued success.
- Due to the popularity of amateur sport in suburban communities and the large-scale of the BCSSA Provincial Championships, corporate sponsors receive a great deal of exposure in exchange for their support.

## HOW WILL CONTRIBUTIONS BE USED?

Funding received from the sale of advertising space will be used to purchase the equipment and supplies, which volunteers or local government support can't procure. This included items such as shot clocks, office supplies, food/beverages (for volunteers) and security, which will be arranged to ensure both the protection of the facility, as well as, for the many families who will remain onsite overnight during the event in RV's.

All of the organizers and qualified officials at the meet are volunteers and contribute a great deal of time and energy to ensure that the meet runs smoothly and the athletes' are afforded the best available facility for a meet of this magnitude.

Contributions from sponsors who supply either products or services will be used directly in the operation of the meet. Any materials or equipment donated to BCSSA for the meet will remain with the organization for use at future meets as a legacy to enhance the caliber of competitive aquatics for years to come.

## MEMBER CLUBS

### **CARIBOO**

Dawson Creek Seals, Fort Nelson Finns, Fort St. John Stingrays, Mackenzie Rainbows, Prince George Pisces, Quesnel Aquatics Club.

### **FRASER SOUTH**

Boundary Bay Bluebacks, Cloverdale Tritons, Crescent Beach Swim Club, Ladner Stingrays, North Delta Sunfish, Pacific Wave Synchro, Richmond Kigoos, Surrey Sea Lions, White Rock Amateur, Surrey Orcas Water Polo.

### **FRASER VALLEY**

Abbotsford Whalers, Agassiz Harrison Swim Club, Chilliwack Stingrays, Haney Neptunes, Hope Otters, Mission Marlins, Langley Flippers, Langley Water Polo.

### **KOOTENAY**

Castlegar Aquanauts, Colville Sharks (US Club), Creston Waves, Grand Forks Piranhas, Kimberley Sea Horses, Nelson Neptunes, Trail Stingrays, Cranbrook Tritons.

### **OKANAGAN**

Golden Dolphins, Kamloops Tsunami, Kelowna Ogoogos, Lillooet Killer Whales, Lumby Lightning, Merritt Otters, Penticton Pikes, Princeton Kokanee, Revelstoke Aquaducks, Salmon Arm Sockeyes.

### **SIMON FRASER**

Burnaby Mountain Mantas, Burnaby Barracudas, Coquitlam Sharks, Port Coquitlam Marlins, Port Moody Aquarians.

### **VANCOUVER & DISTRICT**

North Shore Winter Club Marlins, North Vancouver Cruisers, Vancouver Vikings, Squamish Pirates, Vancouver Super Sharks, Vancouver Water Polo.

### **VANCOUVER ISLAND**

Campbell River Salmon Kings, Courtney Blue Devils, Cowichan Valley Breakers, Gordon Head Gee Gees, Nanaimo White Rapids, Oak Bay Orcas, Pender Island Otters, Powell River Aquatic Club, Sidney Piranhas, Juan de Fuca Royals, Salt Spring Island Stingrays.



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