

**BARRIE TROJAN SWIM CLUB
SPONSORSHIP PACKAGE**



Be Strong. Build Confidence. Become a Leader.



BARRIE TROJAN SWIM CLUB



BTSC SPONSORSHIP

WHY IS SPONSORSHIP NEEDED?

As with any sport, the challenge of providing the best opportunities for our swimmers comes at a price. Our club has a strong support system of coaches and volunteer parents who work year round on ways to help lower the burden on our swimmer's families. We depend heavily on fundraising efforts such as charity bingos, bottle drives, swim meets, etc. The majority of the funds will be used to cover expenses such as pool time, lifeguard rates, coaching, equipment and travel costs.

ADVERTISING SPONSOR

Contributors who purchase advertising space have a number of options which are listed on the following page, when deciding what form of recognition they would like to receive.

PRODUCT OR SERVICE SPONSOR

Contributors who wish to supply a product or service to a Silent Auction, raffle, food and beverages for events, office supplies and materials (eg. printing) will be given recognition depending on the value of the product or service.

BTSC is a non-profit organization. Amounts received may be tax deductible as advertising or marketing expenses for businesses; however, they are not tax deductible as a charitable contribution for businesses or individuals.

WHAT ARE THE BENEFITS OF SPONSORSHIP?

As a sponsor of competitive swimming in Barrie, you will join the ranks of many businesses that have recognized the value of demonstrating support for youth activities in the community.

- Your sponsorship will assist BTSC to continue to be a strong contender in the sport of swimming and further the dreams and aspirations of our swimmers
- Your sponsorship can establish a very positive association of your product or service with BTSC, in order to distinguish or enhance your profile in the community
- As a province and country we are seeing a strong shift towards teaching the importance of physical activity and fun to our youth. By supporting BTSC you are allowing our club to inspire young people to become and remain active throughout their childhood and 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 BTSC are supported mainly by dedicated volunteers and require external funding and sponsorships to ensure their continued success.



BARRIE TROJAN SWIM CLUB



SPONSORSHIP LEVELS

PLATINUM SPONSOR

\$2,500/year or over

- Platinum level recognition on the BTSC website
- Recognized as the **Titled Sponsor** at a home meet
(This will be fulfilled on a first come first serve basis as Sponsorship entered)
- Logo/name in pre-event communication
- Ad in BTSC home meet event programs
- Recognition at the year-end banquet
- Acknowledgement in BTSC media releases
- Recognition by the meet announcer at all home meets for the organization
- Wall plaque for your place of business presented at the end of season

GOLD SPONSOR

\$1,000 - \$2,499/year

- Gold level recognition on the BTSC website
- Recognition in our home meet event programs
- Recognition at the year-end banquet
- Acknowledgement in BTSC media releases
- Wall plaque for your place of business presented at the end of season

SILVER SPONSOR

\$750 - \$999/year

- Silver level recognition on the BTSC website
- Recognition in all home meet event programs
- Recognition at the year-end banquet
- Wall plaque for your place of business presented at the end of season

BRONZE SPONSOR

\$500 - \$749/year

- Bronze level recognition on the BTSC website
- Recognition in all home meet event programs
- Certificate for your place of business

BTSC SUPPORTER

\$100 - \$499/year

- Supporter recognition on the BTSC website
- Recognition at the year-end banquet

Electronic version of the Sponsor package and Forms are available under the Sponsorship section on our website. For more information contact: fundraising@barrieswimming.ca

