



2022-2023 Sponsorship Opportunities

Who are we? Swimmer-centred, coach led, board supported, and parent powered, the Kelowna Aqua Jets (KAJ) are a competitive swim club which operates under the umbrella of Swim Canada, in affiliation with Swim BC.

We are fortunate to have nationally certified coaches using training facilities at H2O Adventure and Fitness Centre, the Kelowna Family Y in Rutland and Johnson Bentley Memorial Aquatic Centre in West Kelowna to provide local youth with opportunities to participate in Jamborees, Regional, Provincial, National and International competitions.

Our Mission is to provide a competitive swim program that operates to create a cohesive team atmosphere, where each swimmer is enabled to be the very best they can be. We believe that through the leadership of a qualified, professional staff and strong club values anything is possible.

Why is Sponsorship needed? The Kelowna AquaJets is a non-profit organization with a current membership of 350+ swimmers ranging from beginners to Olympic Trials Qualifiers. Our coaches are highly dedicated to providing the swimmers with every opportunity to reach their potential as individuals and as competitive swimmers. Volunteers direct and manage our club, however, a significant amount of funds are necessary to run a successful swim program and keep fees affordable for its members. Some of the costs include coaching, pool rental, equipment, and team travel.

What are the Advertising Opportunities for your Business? In the 2022 - 2023 Season the Kelowna AquaJets will host **2 Jamborees and 3 Regional Swim Meets bringing over 1,500 participating swimmers and families to Kelowna.** A swim meet is a great venue to advertise and promote your business as swimmers and their families remain at the pool and on deck for most of the weekend. By participating in our advertising program, you are gaining exposure for your business and demonstrating your support for a large group of local athletes striving to reach their potential both in the pool and in life!

KAJ is a non-profit society therefore amounts received are **not** tax deductible as a charitable contribution for businesses or individuals, however, amounts received may be tax deductible as advertising and/or marketing expenses for businesses.

Sponsorship Options: (Sponsorship time period is from September 30th 2022-August 31st 2023)

#1. Heat Sheet Ad Package – This is the programme for the swim meet and is the swimmer / family guide for the weekend. It outlines all the details of each swim race and is referred to constantly throughout the meet. Prices are as follows:

Meet	Business Card	¼ Page	½ Page	Full Page	Meet Dates
Fall Classic	\$50	\$100	\$175	\$300	Nov 18-20
Snow Fest	\$50	\$100	\$175	\$300	Jan 20-22
May Invitational	\$50	\$100	\$175	\$300	May 12-14
Jamborees	\$25	\$50	\$75	\$150	Dec, Apr/May
All Meets	\$150	\$285	\$600	\$1000	

Benefits: Every family that participates in the swim meet will see your ad. Out-of-town families may be encouraged to patronize your business while they are here. KAJ families will also be encouraged to make a special effort to support Heat Sheet Advertisers.

#2. Heat Sheet / Website Package - \$500 - This great combination package includes a ¼ page on the outside back page of our 4 meet Heat Sheets (one per each main swim meet) plus your logo (and website click through) on the Sponsor Page of the Kelowna AquaJets website.

Benefits: In addition to the exposure at each swim meet through the much used Heat Sheet, the KAJ website is visited by swimmers and their families on a weekly basis. Placing your company logo on the sponsor section of our website increases your visibility and demonstrates a higher level of support to the club and the swimmers.

#3. Lane Sponsors - \$600 – At our 5 KAJ hosted Swim Meets this year, we will place professionally produced signs at the end of each lane to advertise the support of our sponsor. There are 8 lane sponsorship opportunities.

Benefits: In addition to the exposure you will get at each of our three swim meets and 2 Jamborees, KAJ will also list your company logo (and website click through) in the sponsor section of our website.



Kelowna AquaJets Swim Club Advertising/Sponsor Agreement

Company Name: _____

Billing Address: _____

City: _____, BC Postal Code: _____

Contact Name: _____ Email: _____

Office: _____ Mobile: _____

Dollar amount/Product Confirmed: _____

Authorized Signature: _____ Date: _____

Sponsorship Level

1. Heat Sheets Packages:

Swim Meet	Business Card	¼ Page	½ Page	Full Page	Swim Meet Date	Add Deadline
Fall Classic	\$50	\$100	\$175	\$300	Nov 18-20	Mid-Nov
Snow Fest	\$50	\$100	\$175	\$300	Jan 20-22	Mid-Dec
May Invitational	\$50	\$100	\$175	\$300	May 12-14	Mid-April
Jamborees	\$25	\$50	\$75	\$150	Dec, Apr/May	Two weeks prior
All Meets	\$150	\$285	\$600	\$1000		Mid-Oct

2. Heat Sheet/Website: \$500

3. Lane Sponsor: \$600

4. Other "In-Kind" sponsorship.

*Please return your signed agreement and payment to: Kelowna AquaJets PO Box 29215 Kelowna BC V1W 4A7 and also email a copy of the agreement to

Add Guidelines:

- Business Card: Based on a standard business card size
- Quarter page: Based on 8 ½ " x 11" letter size
- Half page: Based on 8 ½ " x 11" letter size
- Full page: Based on 8 ½ " x 11" letter size

For the best quality result, please provide an electronic copy of the ad as a GIF, TIF, BMP, or JPEG file.

KAJ currently publishes the Heat Sheet covers in colour but reserves the right to print in black and white at which point, colour images will be converted to grayscale.

Website Logo:

Your logo/ad graphic will appear in the Sponsors section of the KAJ website. Ideally the logo should be vector image so it can scale (e.g. .svg) OR, the resolution of your ad graphics must be 300 dpi or greater, or send an electronic copy of your ad to:

Sponsorship Guidelines:

- If an advertiser has committed to multiple issues, and a new ad is not received by the submission deadline, the previous ad will be used.
- By request only receipts will be issued along with a copy of the advertisement.
- Payment must be made in advance. Cheques should be made payable to "Kelowna AquaJets" and **submitted with the agreement.**
- Advertisers committing to multiple issues must submit one cheque covering all issues.
- Prices are as shown (GST is included)
- Logos for heat sheets and website must be provided by advertising deadlines to ensure they are able to be placed.
- Sponsorship opportunities are on a first-come, first-serve basis and the Kelowna AquaJets reserves the right to make changes based on space availability both in the Heat Sheet and on-deck at swim meets.
- Prior year sponsors are extended first-right advantage.
- All additional costs associated with on-deck presence (such as signage and booth) are the responsibility of the sponsor
- The on-deck booth structure must be pre-approved at least one week prior to the meet weekend by the H2O (through the KAJ Meet Manager).
- Food Sponsors will be contacted approximately two weeks ahead to arrange for pick up.
- All KAJ publications are on a best effort basis. KAJ cannot be responsible for the quality of ads – they as good as the material submitted. KAJ shall not be liable for any distribution failure that might result from any cause beyond its reasonable control. Any liability of KAJ for any cause (including negligence, or breach of this agreement, or failure to publish the Heat Sheet/Website or to include the advertisement shall be limited to refund of the rates paid for the advertisement), and KAJ shall not be liable for other losses (including lost sales, revenue, or market exposure, or a consequential or business loss). KAJ does not offer exclusivity for any advertisement product, service, or company, nor does it endorse any products or services advertised in the heat sheet. KAJ reserves the right to refuse to publish or continue to publish, in its sole and absolute discretion, any advertisement.