



WINDSOR AQUATIC CLUB

Sponsorship

2021-2022

What is the Windsor Aquatic Club?

The Windsor Aquatic Club is a non-profit club with over 150 swimmers competing from Novice to National level competitions. We also have a beginner (Swim 4 Success) program where we teach children basic swimming skills – the steppingstone to competitive swimming and where they hopefully develop the love of the sport. Many of our competitive swimmers are currently ranked provincially and nationally, representing our club across both Ontario, Canada as well as internationally. Our goal is to develop athletes of all ages and levels of ability to their full potential. 2020 marked the 50th anniversary of our club! Our program is swimmer-centered, coach directed, and parent supported.

Our Mission: Together we, as swimmers, parents, and the coaching team, will be the premier, competitive swim team in Windsor.

We remain true to our values of Courage and Commitment, Integrity and Respect, Excellence and Accountability.



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 to help lower the burden on our swimmers' families. We depend heavily on fundraising such as charity bingos, swim-a-thon, swim meets, etc.

The majority of our sponsorship funds will be used to cover expenses such as pool time, lifeguard rates, coaching, equipment & travel costs.

Advertising Sponsor

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

Product of Service Sponsor

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

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



Sponsorship Levels

(Sponsorship time period is September 15th – August 31st each year)

Platinum Sponsor > \$2500 or over per year

- Platinum level recognition on the WAC website
- Recognized as the Titled Sponsor at a home meet (This will be fulfilled on a first come first served basis as Sponsorship entered)
- Logo name in pre-event communication
- Ad in WAC home meet event programs (full page)
- Scrolling logo on two 10' X 12' LED boards in the pool area visible by all
- Recognition at the Year End Banquet
- Acknowledgment in WAC 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 the season

Gold Sponsor > \$1000 - \$2499 per year

- Gold level recognition on the WAC website
- Ad in WAC home meet event programs (1/2 page)
- Scrolling logo on two 10' X 12' LED boards in the pool area visible by all
- Recognition at the Year End Banquet
- Acknowledgement in WAC media releases
- Wall plaque for your place of business presented at the end of season

Silver Sponsor > \$750 - \$999 per year

- Silver level recognition on the WAC website
- Ad in WAC home meet event programs (1/4 page)
- Scrolling logo on two 10' X 12' LED boards in the pool area visible by all
- Recognition at the Year End Banquet
- Wall plaque for your place of business presented at the end of season

Bronze Sponsor > \$500 - \$749 per year

- Bronze level recognition on the WAC website
- Ad in WAC home meet event programs (1/8 page)
- Scrolling logo on two 10' X 12' LED boards in the pool area visible by all
- Recognition at the Year End Banquet
- Certificate for your place of business

WAC Supporter > \$100 - \$499 per year

- Supporter recognition on the WAC website
- Scrolling logo on two 10' X 12' LED boards in the pool area visible by all
- Recognition in all home meet event programs (1/8 page)
- Recognition at the Year End Banquet



Swim Meet Catering

- Supporter recognition on the WAC website
- Scrolling logo on two 10' X 12' LED boards in the pool area visible by all
- Recognition in all home meet event programs (1/4 page)
- Name displayed on an 8 1/2 x 11 sheet in the food service area during the swim meet visible by all volunteers, coaches and officials

Primary Hotel Sponsorship – WAC Hosted Meets

- Supporter recognition on the WAC website
- Scrolling logo on two 10' X 12' LED boards in the pool area visible by all
- Recognition in all home meet event programs (1/4 page)
- All hotel specifics with contact information in all WAC meet packages for hosted meets

What are the benefits of sponsorship?

As a sponsor of competitive swimming in Windsor, 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 WAC 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 WAC, 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 WAC, 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 WAC are supported mainly by dedicated volunteers and require external funding and sponsorships to ensure their continued success.

One of the two 10' X 12' LED boards in the pool area





SPONSORSHIP FORM

Sponsor Information:

Business Name	
Contact Name	
Address	
Phone Number	
Email	

Sponsorship Level (circle level of choice)

Platinum

Gold

Silver

Bronze

Supporter

Donation Amount \$ _____

Other donation: _____

Logo Artwork Supplied: YES _____ NO _____

(High quality JPEG or Vector files are ideal)

Swimmer associated with sponsorship? YES _____ NO _____

Swimmer Name _____

Please make cheques payable to ***Windsor Aquatic Club***

For further information please contact:

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