



## **CCA SPONSORSHIP AT A GLANCE**

### **WHAT IS A CCA SPONSORSHIP?**

- A great way to support an exciting organization that has been producing great student-athletes in the Roseville area for over 30 years!

### **WHAT DO I GET?**

- Regular exposure to a membership base of over 100 families through digital and print media distributed by CCA. Our swimmers range from beginners to elite to adults continuing their love for the sport! Swimmers of all ages and abilities are welcome at CCA, and they will see you support them!

- Visibility at some of the largest sporting events in the Roseville area, featuring swim meets hosting up to 1000 swimmers and their families who stay in the Roseville area for multiple days during these events.

- Updates about what our great athletes are doing at CCA, along with special “thank you’s” through the year!

### **WHAT EVENTS DOES CCA HOST REGULARLY, AND WHAT IS THE IMPACT ON THE COMMUNITY?**

- CCA hosts up to 4 large swim meets per year, with the participants ranging from local swimmers to events that bring in swimmers from across the country!

- Spooktacular (mid-October). Annual event is 2 and a half days long and features swimmers from across the Sacramento Valley Region

- Summer Sanders Invite (early June)- This event is one of the premier elite high school athletic events in Northern California. Approximately 750-800 swimmers from across Northern California and the West participate in this 3-and-a-half-day event that is the kick off to the summer schedule!

- Championship Meets (3 to 4 days throughout the year). CCA is regularly asked to host some of the top Championship Level meets in the West! These events bring swimmers and families in for multiple days to the Roseville area for fast swimming and fun times!

### **HOW WILL CCA HELP MY BUSINESS?**

- High visibility translates to high traffic for you! Our CCA Families are excited to be patrons of organizations that support our program.

- Teams come from all over to our meets- and they stay, eat and play in Roseville! Our larger championship meets bring nearly \$500k to the community over a long weekend- be one of the businesses that benefit!

- Media exposure: From Social Media platforms to spots on local news outlets, CCA makes an impact! Traffic to our media formats will see who our sponsors are and how much they mean to our program!

