



# GREATER PENSACOLA AQUATIC CLUB

## Sponsorship Information

The purpose of this presentation is to invite your organization's participation in one of Florida's most successful amateur athletic programs – the Greater Pensacola Aquatic Club (GPAC).

Over the years, GPAC's success in the delivery of quality programs and competitive swimming has earned the needed support of Pensacola's business community, educational institutions, private individuals and families, and others interested in the sport of swimming.

The following pages summarize our proud history, our team, and our involvement in the Escambia and Santa Rosa communities.

**GPAC's Mission is to develop all levels of swimmers and instill values and life-skills that foster success in all aspects of life.**

# GPAC AT A GLANCE

## ***A Non-Profit Organization:***

GPAC has proudly served the greater Pensacola community for over 40 years.

## ***Experience, Professional Coaches, and Instructors:***

Professional coaching staff of full time and part-time coaches, along with a professional teaching staff, with well over 50 years of total coaching and teaching experience.

## ***First Class Facilities:***

Two locations...one at the Pensacola State College pool and one at the University of West Florida Natatorium. The PSC pool is 25 yards and six lanes and the UWF facility is a 50-meter by 25 yard Olympic pool. Also GPAC uses the UWF Weight room for strength/conditioning training.

## ***More Than 1500 Swimmers Participate:***

Each year an increasing number of children and adult swimmers participate in a GPAC educational, safety, or health related program or GPAC's competitive program.

## ***Winning Tradition:***

GPAC is proud to have sent 3 swimmers and a coach to the 1988 Olympic Games. GPAC has had swimmers compete at 5 Olympic Trials; 1984, 1988, 1996, 2000 & 2008. GPAC swimmers have successfully competed at the Olympic Festival, Paralympic Games, World Championship Trials, World University Games, USA Senior National, USA Junior Nationals, and the NCAA National Championships for Division I, II and III.

## ***Developmental Programs:***

GPAC takes great pride in consistently developing and serving many beginning and novice level swimmers. At every level GPAC's focus is on the individual swimmer's well being and long term development.

## ***Volunteer Support:***

Outstanding volunteer, parent and corporate support have driven growth of GPAC. The annual operating budget is funded 100% by program fees, hosting swim meets, parent fund raising projects, and corporate sponsorships.

## ***Community Involvement:***

GPAC takes part in our community. We have taken part in toy drives, raised funds for Sacred Heart Children's Hospital and donated to several local causes. However we are most proud to hold an annual food drive to benefit Manna food bank during our Gravy Bowl Invitational, to offer reduced swim lessons for economically disadvantages youth and to help organize and run Pensacola Water Safety Day (an initiative to teach 2nd graders water safety skills).

# GPAC HISTORY

The name GPAC has been synonymous with excellence in competitive swimming on the local, regional, national and international levels for the past 30 years. GPAC today is the end result of a long history of community cooperation and effort. Formed as the Pensacola swim team in 1972, it was originally composed of swimmers from several local groups – Cordova Park, Pensacola Navy, Rolling Greens, Scenic Heights, and Scenic Hills swim teams and the Pensacola Aquatic Club, who wished to unite into a competitive team.

In 1973, with the assistance of Dr. John Lloyd, Head of the Department of Physical Education, the team associated itself with Pensacola Junior College (PJC). In the interest of promoting swimming, PJC agreed to furnish the facilities, hire the coaching staff, and assist the young team if it became self-supporting. Happy to have a home at last, the club accepted the challenge. The team was given its first official coach and the name of the Pensacola Junior College Aquatic Club (PJCAC). As PJCAC grew in numbers, its requirements for support also grew. In the 1979-1980 season, parents of swimmers formed Swim Boosters, Inc. to raise the funds necessary for club operation. Since 1985, the club has been known as the Greater Pensacola Aquatic Club (GPAC).

Today, GPAC is a community program whose swimmers represent the Greater Pensacola area in major swim meets throughout the Southeast as well as nationally. GPAC hosts six swim meets annually, which are attended by an average of over 400 out of town swimmers and their families. GPAC swimmers can be found practicing six days per week at the University of West Florida and five days a week at Pensacola State College.

Excellence – GPAC was proud to send three swimmers and a coach to the 1988 Olympic Games. At the 1995 Olympic Festival, a GPAC swimmer earned more medals than any other swimmer in the Festival. GPAC swimmers have competed in the USA Olympic Team Trials in 1984, 1988, 1996, 2000 and 2008. A Masters swimmer broke a World Record at the Paralympic Games in 1996. A GPAC swimmer was invited to compete in the U.K. Nationals at Sheffield, England in 1998 and in June-July 1999 a three-time former U.K. Olympian and a U.K. open water distance swimmer record-holder came to Pensacola to train with GPAC. More recently, GPAC swimmers have competed nationally in Junior and Senior National USA Swimming meets as well as Arena Pro Swim Series Meets, have been selected to the USA Diversity Select Camp and Zone Select Camp and many have found homes competing for colleges and universities across the nation.

# TEAM STRUCTURE

GPAC offers a program for all ability and commitment levels from beginners to Olympians.

## ***GPAC Swim School (twice weekly)***

Introductory instructional program designed to reach younger swimmers (ages 3 and up) to swim properly with controlled and coordinated methods. The coach to swimmer ratio is kept low to ensure individual attention.

## ***White Group (3 practices per week)***

The Novice swimmer has shown the ability to swim 25 yards freestyle and backstroke without stopping. They learn the fundamentals of breaststroke and butterfly before advancing to the next level.

## ***Blue Group (5 practices per week)***

This group continued development in four competitive strokes. Increased participation in competition is encouraged.

## ***Green Group (5-6 practices per week)***

This group shows a high interest in the sport of competitive swimming. Emphasis remains on skill development while speed and endurance training is introduced.

## ***Junior Group (6 practices per week)***

Skill development, endurance training, race strategy, dry land conditioning, and team meetings are included in this group. Preparation for senior level swimming and individual and team goal setting is developed.

## ***Senior Blue Group (5 practices per week)***

For high school age swimmers who wish to train year round but who are involved with multiple activities or for those who have yet to acquire the skills to advance to a higher training group.

## ***Senior Green Group (6 practices per week)***

For highly committed athletes who aspire to train and compete at a high level. Intense individualized training programs are employed to maximize each swimmers potential.

## ***Senior Group (8 practices per week)***

For highly committed athletes who aspire to train and compete on the highest levels. Swimmers in this group should have the desire to reach national and international levels of training and success. Intense individualized training programs are employed to maximize each swimmers potential.

## ***Master Group (4 practices per week)***

The Masters program is for swimmers 19 and older. Interest in this group ranges from serious competitive swimmers and triathletes to those who are looking for a safe, non-impact form of exercise.

# PARTNERSHIP BENEFITS

As a partner of the Greater Pensacola Aquatic Club, your company benefits from:

## ***Increased Public Awareness***

GPAC hosts 6 major meets annually. These events attract over 3,500 out-of-town competitors plus their families and friends throughout the year.

## ***Association With A Leader***

GPAC is recognized as a true leader in the amateur sporting world! Year in, year out, GPAC produces, first time swimmers, heat winners, event winners, state champions, Junior/Senior Nationals swimmers, Masters, even Olympians – GPAC nurtures them all. Greater Pensacola Aquatic Club is a place to learn and grow. The outstanding program design allows for anyone and everyone to flourish – growth and development are the goals. Everyone is a winner at GPAC!

## ***Community Support of Amateur Sports***

Amateur sports are our most pure and basic form of competition. Athletes are training and competing for themselves. No paychecks – just personal satisfaction. Every four years the grandest of all sporting events, the Olympic Games, gathers the world's finest. The U.S. team is comprised of, for the most part, amateur athletes from the United States who have developed and honed their skills in programs such as GPAC. Your support of GPAC on a local level is a key component to the quadrennial success of the USA. Your support will also help GPAC continue to assist in the development of our community's future leaders.

## ***Economic Impact***

The GPAC meets attract out-of-town guests on state, regional, national, and international levels. Swimming competitions range in duration from two day local meets to four-day competitions. Approximately 3,500 swimmers and guests will come to Pensacola this year to participate in GPAC sponsored meets. This attendance results in significant out-of-town dollars being spent in Pensacola through airline, hotel, restaurant, and other tourist and support services. Pensacola Sports estimates that GPAC's swim meets have a 1.5 million dollar economic impact to our community!

# SPONSORSHIP LEVELS

## **Platinum Level (\$5,000)**

- Multi-Year Discount – 2 Years 5%, 3 Years 10%
- Naming Rights to One Invitational Meet (Limited to 1<sup>st</sup> Four Sponsors) with name and logo on meet T-Shirt
- Advertisement link on GPAC website for length of sponsorship
- Name/logo on invitations to GPAC hosted meets
- Name/logo on 3' x 5' Sign at GPAC hosted events
- Name/logo on all GPAC flyers (i.e., swim school advertisements to daycares and schools, team newsletter, community events, event fliers, seasonal fliers)
- Full page ad in GPAC hosted swim meet “Heat Sheets”
- Additional Marketing as is chosen at sponsor cost (i.e., coupons to members, door prizes, Heat Winner prizes, etc.)

## **Gold Level (\$2,500 - \$4,999)**

- Advertisement on GPAC website for length of sponsorship
- Name/logo on invitations to GPAC hosted meets
- Name/logo on all GPAC Seasonal flyers (i.e., Summer League, High School Clinic, Middle School Clinic, etc.)
- Half-page ad in GPAC hosted swim meet “Heat Sheets”
- Additional Marketing as is chosen at sponsor cost (i.e., coupons to members, door prizes, Heat Winner prizes, etc.)

## **Silver Level (\$1,000 - \$2,499)**

- Advertisement on GPAC website for length of sponsorship
- Name/logo on invitations to GPAC hosted meets
- Quarter-page ad in GPAC hosted swim meet “Heat Sheets”
- Additional Marketing as is chosen at sponsor cost (i.e., coupons to members, door prizes, Heat Winner prizes, etc.)

## **Bronze Level (\$500 - \$999)**

- Advertisement on GPAC website for length of sponsorship
- Name/logo on invitations to GPAC hosted meets
- 1/8 - page ad in GPAC hosted swim meet “Heat Sheets”

All Levels are on an annual basis. Additional or alternate benefits may be negotiated.