



**GINNINDERRA**  
Swim Club

# 2023 Sponsorship Proposal



[ginninderra.swimmingclub.org.au](http://ginninderra.swimmingclub.org.au)



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# About Us

Ginninderra Swim Club was founded in 1990 and is dedicated to helping swimmers achieve their goals and potential. The Club has swimmers participating at all levels, from beginners to representatives at NSW Country, NSW State Age and Open, National Age and Open and International Swimming Championships.

We welcome all swimmers regardless of age, height, or natural talent and support them to reach their maximum potential. Both competition and fitness squads are supported. We run training at CISAC pool with highly qualified coaches and a dedicated Club Committee managing the program

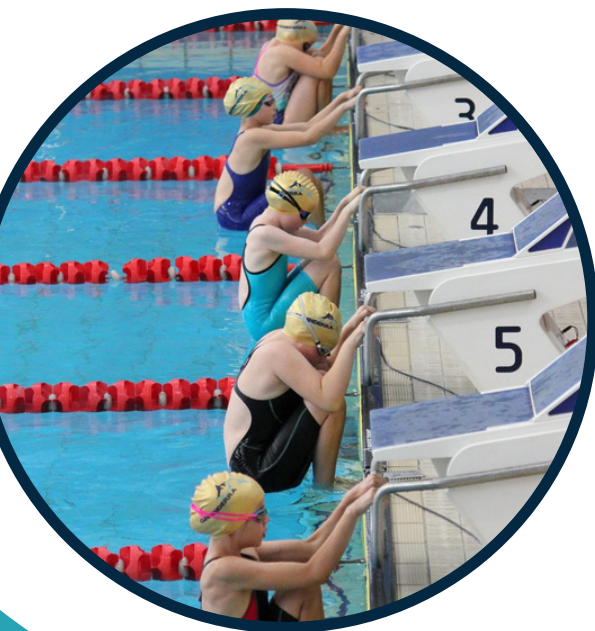


We have a diverse membership of 152 members ranging in age from 7 to 22 years for our full swimmer members. In 2022 we were the best performing competitive swim club in the ACT winning all local championships point scores and winning medals at NSW Country, NSW State Championships and Australian Age Nationals. In 2023 we have 14 swimmers attending National competitions, the highest level for the club in many years.



# Our Program

We run our training program 6 days a week, with our youngest swimmers training 1-2 times per week, building up to 8 sessions per week for our National program. Our swimmers train both early morning and afternoon sessions and are highly dedicated to their sport. Our member families support the club in many ways including managing the Club Committee, officiating at local and interstate competitions and fundraising to support the training and competition program. Grassroots sports are highly reliant on a strong parent community and we are proud of the community that supports our club.



Our swimmers compete regularly in the ACT, Regional NSW, Sydney and across Australia, with our team attending over 30 swimming competitions each year. Partnering with us provides your business with fantastic exposure not just amongst our member families but also across the ACT and NSW swimming community. We have an excellent social media presence and a strong group of life members, including former Olympians, who provide a network within the community who we can work with to promote your brand.



# Our vision for 2023 and beyond

Swimming has a unique role in the Australian community - a much loved competitive sport, recreational activity and essential life skill. Swimming skills from a young age support the safe participation in water-based activities across your lifetime. Junior competitive swimming and swim squads are the pathway to our National swim teams and their Olympic and Commonwealth games success. Many icons of Australian sport started their careers in club swimming from a young age. Swim clubs like Ginninderra Swim Club are volunteer-led community organisations which underpin the success of the sport at all levels.

COVID19 had a significant impact on community sport, with swimming more affected than most due to the majority of our training and competitions being conducted in indoor venues (particularly in the ACT). The normal pathway for children to joining swim squads - learn to swim programs - was significantly disrupted during lockdowns. Our main goal as a club in 2023 is to grow our ranks of junior swimmers, to support younger swimmers to transition to swim squad and to work with the ACT Swimming community to grow swimming participation at all levels.

In order to achieve these goals we are seeking local business partners who can support our current squads and enable us to fund programs to encourage greater participation in this fantastic sport that we love!



# Sponsorship packages

## ANNUAL SPONSORSHIPS



Our annual sponsorship packages all include:

- promotion of your business on our social media, club monthly newsletters and at club events;
- your business as a major or minor sponsor of our annual two-day meet at the AIS, which attracts approximately 500 swimmers from ACT and NSW, including promotion of your business in the lead-up to the event and at the event;
- opportunities promote our partnership across the year such as sponsor nights at training or other promotions.

We offer four annual sponsorship options:

**PLATINUM partner:** We have a platinum partner option for those businesses who want to negotiate a full set of partnership inclusions as a highest level sponsor. Depending on the package negotiated this partnership would be in the range of \$7500-\$10,000 per year.

**GOLD partner** - \$5000 per year which includes all of the above partnership inclusions for a full year as a major club sponsor *and* Team sponsorship of our National Team (see our representative team packages for what this involves).

**SILVER partner** - \$3500 per year which includes all the above partnership inclusions for a full year and major club sponsor status at our annual two-day meet in June 2023.

**BRONZE partner** - \$2000 per year includes full year promotion on our socials, website, newsletter and club events and minor sponsorship status at our two-day meet in June 2023.

**Customised support options** - the nature of your business may mean that you are able to support us through in-kind contributions, such as donation of items for Club fundraising, donation of sporting equipment or access to venues for Club events. We can customise a package which includes these elements!



# Sponsorship packages

## REPRESENTATIVE TEAMS SPONSORSHIPS

An alternative to our annual sponsorship packages is sponsorship of one or more of our representative teams, where you would be financially supporting our teams to attend Nationals, State Championships or Country Championships.

### NATIONAL CHAMPIONSHIPS TEAM SPONSORSHIP

We currently have a team of 14 swimmers who have qualified to compete at the Australian Age Nationals Championships on the Gold Coast in April, the largest competition on the Australia junior swimming calendar, televised on Amazon Prime. Sponsorship of this team will support the Club to fund our coach to attend the meet for a week and team uniforms.

- We would promote your business on our social media, Club newsletter, website and at our National team presentation event.
- Your company logo on team uniform items for the championships.
- Package available for \$1500 for the 2023 championship.





# Sponsorship packages

## REPRESENTATIVE TEAMS SPONSORSHIPS

### NSW STATE CHAMPIONSHIPS TEAM SPONSORSHIP

Our Club attends four NSW State Championships each year (two summer and two winter events) with approximately 40 swimmers qualified for these events held at the Sydney Olympic Aquatic Centre. The largest of these events in December attracts over 1700 swimmers from all over NSW. As a sponsor of our State teams we offer your business:

- Promotion of your business as State team sponsor on our social media, website and club newsletter and any State team events
- Your company logo on team merchandise items for the events
- Package available for \$1000 for the four 2023 championships in March, August, September and December.

### NSW COUNTRY CHAMPIONSHIP TEAM SPONSORSHIP

Our Club attends two NSW Country Championships each year, held at Sydney Olympic Aquatic Centre. As a sponsor of our Country Championships teams we offer:

- Promotion of your business on our social media, website and club newsletter and any Country team events.
- Package available for \$500 for the 2023 championships in February and June.



# Want to partner with us?

Interested in a sponsorship package or just want to find out more about our club?

Check out our website [ginninderra.swimmingclub.org.au](http://ginninderra.swimmingclub.org.au) for more information about our club and our training program.

Our Facebook page and Instagram are very active in promoting our swimmer's achievements:

[facebook.com/ginninderraswimclub/](https://facebook.com/ginninderraswimclub/)  
[instagram.com/ginninderra\\_sc/](https://instagram.com/ginninderra_sc/)

If you wish to discuss sponsorship options contact Club President Sharon Kennard in the first instance at [President@ginninderramarlins.org.au](mailto:President@ginninderramarlins.org.au).

