SAANICH PENINSULA PIRANHAS SWIM CLUB

www.sidneypiranhas.com

2021 Advertising Partnership Program

The Sidney Piranhas Swim Club is a local swimming association (part of the BC Summer Swimming Association) that has offered competitive and developmental high-quality programs at Panorama Recreation Centre since 1979. Our club members are coached by paid full-time Certified Swimming Instructors and range in age from 5 to 17 years old. In the past few years, we have witnessed a tremendous growth in our club which is an indication of a growing interest in competitive swimming and the popularity of our swim club as a whole.

Our Club is operated entirely by parent volunteers. Every Piranhas family is expected to contribute to the club by serving as board members, pool officials, swim meet volunteers, and as active participants in club fundraising efforts.

There are numerous expenses involved with running a swim club, with pool rental and coaching fees being the two major contributors. As with so many other not-for-profit programs, our expenses continue to increase while funds from external sources such as government grants decline. Furthermore, COVID-19 has presented us with many challenges. Fundraising is now more important than ever as we strive to make up the additional $17,000 in pool costs we are faced with this year due to COVID. However, thanks to the generous support of our advertising partners and fundraising efforts lead by swimmers and parent volunteers (bottle drives, merchandise sales, fun meets), we are able to help offset the cost to our swimmers and their families.

A Unique Business Opportunity

The Sidney Piranhas Swim Club offers a unique business opportunity to local businesses interested in joining us as an advertising partner. For 2021, we have two different sponsorship types to choose from: Print sponsorship and Digital Sponsorship.

PRINT SPONSORSHIP ($525)

As a PRINT SPONSOR of the Piranhas Swim Club, your business would receive the following:

- Company name and logo displayed on a 24”x 48” sign on the west wall inside the pool area of the Panorama Recreation Centre. The Panorama Recreation Centre has approximately 140,000 pool visits per year, which does not include pool rentals, swim meets, or spectators. As a result, your business would receive a great amount of advertising exposure.
- Company name and logo displayed on our website (www.sidneypiranhas.com).
- Logo/business name on the back of all team shirts that are worn by swimmers at all swim meets and out in the community (**Please note:** Sponsors must sign up by April 1st as team shirts will be printed in April).
- Company name/logo on all print publications.
- Acknowledgement in our Annual Sprint Challenge Swim Meet Program (Date TBA).
- In turn, you may use our logo to advertise your business as one who supports and promotes swimming as a healthy activity for youth in your community.

PLEASE NOTE: Participation as an advertising partner of the Saanich Peninsula Piranhas Swim Club involves a **ONE-TIME** fee of $95 (plus applicable taxes) for the sign and an annual fee of $525. Therefore if you are a returning PRINT SPONSOR, you do not have to pay for a new sign.

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DIGITAL SPONSORSHIP ($350)

As a DIGITAL SPONSOR of the Piranhas Swim Club, your business would receive the following:

- Company name and logo featured on our team Facebook page and in a sponsored Facebook Ad.
- Company name and logo displayed on our website (www.sidneypiranhas.com).
- Logo/business name on the back of all team shirts that are worn by swimmers at all swim meets and out in the community (**Please note:** Sponsors must sign up by April 1st as team shirts will be printed in April).
- Company name/logo on all print publications.
- Acknowledgement in our Annual Sprint Challenge Swim Meet Program (Date TBA).
- In turn, you may use our logo to advertise your business as one who supports and promotes swimming as a healthy activity for youth in your community.

Thank you for considering our invitation to partner with the Sidney Piranhas Swim Club. Your support would be a valued investment in the youth of our community as well as a viable business opportunity. If you have any questions or concerns, please contact me at 250-888-5452 or via email at bawligirl@gmail.com.

With gratitude,

Colette Hopkins (Director of Marketing – Piranhas Swim Club)
www.sidneypiranhas.com

The Sidney Piranhas Swim Club
2021 Advertising Partnership Program

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Thank you for joining us as an advertising partner of the Sidney Piranhas Swim Club! Please fill out the applicable contact information below.

Name: _____

Business Name: _____

Address: _____

Phone Number: _____

Email: _____

Fax: _____

Please make sponsorship cheques payable to the Piranhas Swim Club and mail to Piranhas Swim Club, c/o Panorama Recreation Centre, 1885 Forest Park Drive, North Saanich, BC, V8L 4A3. To arrange for cash payment or e-transfer, please contact Colette Hopkins at 250-888-5452 or bawligirl@gmail.com.

*To arrange for your sign to be made by Speedpro Signs, please contact them direnctly at 250-655-1615 to discuss sign design and logo requirements. Payment to Speedpro Signs is $95 plus applicable taxes. Extra fees may apply if designs are more intricate. Upon completion of your sign, it will be picked up by a Piranhas Board Member and transported to Panorama Rec Centre to be displayed. If you would like to view your sign before it is picked up, please notify Speedpro Signs.