



Partner Sponsorship Packages



EVENT

- Small corporate logo included on Scoreboard Presentation running on 10Xftx20ft, colour, full motion video screen throughout two 1-our warm-up sessions each day

* \$50 sponsors 1 event; \$75 sponsors two events; \$100 sponsors three events

BLUE SPONSOR: \$75

- Corporate or business/family name listed in heat sheets each day
- Corporate name included on Scoreboard Presentation running on 10ftx20ft, colour, full motion video screen throughout two 1-hour warm-up sessions each day

BRONZE SPONSOR: \$100 – 200*

- Corporate name or business/family name listed as event sponsor
- PA recognition as event sponsor during heats and finals of the competition
- Corporate logo or business card ad listed in heat sheets each day
- Two free tickets to the finals session (general admission) of the sponsored

SILVER SPONSOR: \$400

- Corporate banner (provided by sponsor) hung in local banner area (3' x 8' maximum size)
- An invitation for your business to provide advertisement in the Athlete and Coaches package distributed to every participant in the competition
- 1/4 page corporate logo or business card ad on sponsor page in the heat sheets
- Medium corporate logo included on Scoreboard Presentation running on 10ftx20ft, colour, full motion video screen throughout two 1-hour warm-up sessions each day
- 2 all-session VIP passes
- Access to VIP room (where applicable)



GOLD LANE SPONSOR: \$1500 – 2000*

- Poolside lane sponsor signage throughout entire competition (signage produced by Swimming Canada)
- 2-3 individual event sponsorships throughout the course of the meet including: PA announcement, heat sheets recognition, and the opportunity to take part in an event medal ceremony
- An invitation for your business to provide advertisement in the Athlete and Coaches package distributed to every participant in the competition
- Large corporate logo included on Scoreboard Presentation running on 10ftx20ft, colour, full motion video screen throughout two 1-hour warm-up sessions each day
- 1/2 page corporate logo or business card ad on sponsor page in the heat sheets
- 6 all-session VIP passes
- Access to VIP room

* \$1500 sponsors one lane throughout competition; \$2000 sponsors two lanes

PLATINUM SPONSOR PACKAGE: PRICING AND PROMOTIONAL CONSIDERATIONS AVAILABLE UPON REQUEST (MINIMUM PACKAGE PRICING STARTING AT \$2500)

For those companies wishing to partner on a major level, opportunities exist. A custom partnership program can be created to best suit the needs of the company and may include benefits such as:

- Poolside signage
- Product placement at competition venue throughout duration of the competition
- Advertisements on Swimming Canada webcast of the event
- An invitation for your business to provide advertisements in the Athlete and Coaches package distributed to every participant in the competition
- Recognition on Scoreboard Presentation throughout the duration of the competition
- Full page ad recognition in heat sheets
- Tickets
- All-session VIP passes
- Access to VIP room
- Additional promotional requests will be considered





GOODS & SERVICE SPONSOR (MINIMUM \$500 RETAIL VALUE)

Many local businesses contribute valuable goods or services to the local organizing committee to help reduce expenses. In recognition of your contribution, your business will receive recognition as outlined above at the retail value of the contribution.

For more information concerning sponsorship opportunities associated with the 2013 World Trials please contact:

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