



ISLE OF MAN
NATIONAL SWIMMING

SPONSORSHIP
PROPOSAL FOR
CDP ASSOCIATES



TEAM PLAYERS

Sport is found at the heart of healthy communities. It is more than just a pastime or a hobby. Sport is an integral part of the social fabric; bringing people together, breaking down traditional boundaries and encouraging teamwork, fairness and healthy living in youths and adults alike.

Swimming is both an individual and a team sport combining hard work, dedication and enthusiasm. This helps to encourage great sportsmanship with young people and provides an environment for them to flourish, striving to reach goals both through the sport and throughout their lives.

At the recent Island Games in the Isle of Wight the Isle of Man Swim Team was commended for its 'professional' approach and commitment despite being relatively young.





DEVELOPING SWIMMING

The Isle of Man Swimming Association aims to develop swimming locally and encourages new swimmers of all ages to participate. The Isle of Man Swimming Association is the governing body for swimming on the Isle of Man. There are 4 affiliated Clubs, Douglas, Ramseian, Southern and Manx Masters. The Association is also developing relationships with Western, Open Water Swimming, Triathlon and schools as it seeks to develop the aquatic sport offering on the island.

Running from September to July, Isle of Man Swimming is a year round sport. Isle of Man swimming squads compete in swim meets both on and off the island. The Isle of Man Swimming Association is setting up a registered Charity to provide funds for future development of the sport.

The Association is currently faced with ongoing costs including the National Coach's salary, sending teams off the

Island to compete, upkeep of the website, swimming pool hire costs, officials' costs and team kit.

Swimmers all pay membership subscriptions and squad fees when they join the swim squad. The Association generates additional funds from running competitive events and general fund-raising events. However, with increasing costs, Isle of Man Swimming is struggling to keep fees low, ensuring swimming is affordable to everyone. In the future the Association would also like to fund a Swimming Development Officer and a marketing campaign to raise the profile of the Isle of Man Swimming Association.

The Isle of Man Swimming Association believes everyone should get the opportunity to be the 'best they can' whether this is swimming with Clubs or in the Island Squad and this should be available at a reasonable cost.





MORE THAN JUST THE JOY OF GIVING

We do not believe in simple hand outs. Philanthropists who support their community in ways as substantial as this should receive due recognition. In exchange for your investment, we will work with you to maximise your return. We have created sponsorship packages offering sponsors the chance to choose an option suitable for their brand. These are all year round packages and sponsors are invited to choose from a one year or two year contract. Every sponsor's name will also be featured on pop-ups displayed at the training sessions, which take place every day of the week. The following is a list of what each package has to offer:

Package 1: Sponsorship of Isle of Man National Swimming Championships

The Isle of Man National Swimming Championships is the main event in the Manx swimming calendar. The 3-weekend event will take place in Feb/March 2012. The NSC pool in Douglas will play host to this high-profile event which will attract an audience of on-island parents including business professionals and local dignitaries.

YOUR INVESTMENT £4,000:

- Covers contribution to the cost of coaching, pool hire and other associated costs

YOUR RETURN:

- Permanent branding on pop-ups, which will appear at training sessions and other events
- Branded banners in NSC reception registration area
- Branded boards poolside at the event
- Mentions in local media, Facebook page and IOMSA website



Package 2: Sponsorship of League Programme

The programme consists of league matches in which all swimmers from affiliated clubs have a chance to compete. There is at least one event every month for a 5 month period beginning in the Autumn. These meets are held at the NSC pool in Douglas are very popular and well attended by a local audience.

YOUR INVESTMENT £3,000:

- Covers contribution to the cost of coaching and other associated costs

YOUR RETURN:

- Permanent presence on pop-ups appearing at training sessions and other events
- Branded banners in NSC reception registration area
- Branded boards poolside at the event
- Sponsorship announcement press release to all Island media
- Mentions in local media, Facebook page and IOMSA website

Package 3: Sponsorship of Dolphin Trophy

In 2010 the Association took over the organisation of the Dolphin Trophy from the Department of Education - a competition involving all of the island's primary schools, which began over 40 years ago and is an integral part of the island's sporting calendar. This one day event held in both the morning and afternoon at the NSC pool in Douglas, is likely to attract 200 local parents and business professionals.

YOUR INVESTMENT £2,000:

- Covers contribution towards the cost of coaching and pool hire

YOUR RETURN:

- Permanent logo presence on pop-ups appearing at training sessions and other events
- Branded banners in NSC reception registration area
- Branded boards poolside at the event
- Mentions in local media, Facebook page and IOMSA website

Package 4: Sponsorship of Summer Sprint - **SOLD**

Package 5: Sponsorship of Dinner

The Isle of Man Swimming Association will be hosting an annual dinner to raise fund for the club. Attendees will include members from the business and sports communities on the Island, as well as a high profile guest speaker. The last dinner was in November 2009 (Adrian Moorhouse was the guest) so the Association is looking to resurrect the dinner later this year or early next year. The money raised at the event will potentially go towards the cost of a development officer for the Association.

YOUR INVESTMENT £5,000:

- Covers the cost of the dinner

YOUR RETURN:

- Complete exposure through sole branding of the dinner
- Additional coverage through photos and press releases surrounding the event.

Package 6: Sponsorship of Club Kit

This sponsorship package provides brands with excellent exposure both on and off the island. The sponsor's logo will be prominently placed on the team's club uniforms which will be worn to meets and competitions on the island and nationwide. Team photos will also be taken in uniform presenting additional coverage for the sponsor.

YOUR INVESTMENT £3,000:

- Covers contribution to the cost of coaches and officials for club meets and training sessions

YOUR RETURN:

- Sponsorship announcement press release and team photo with the sponsor
- Mentions in local media, Facebook page and IOMSA website

If you wish to find out more please contact:

Laura Bryan

Ashgrove Marketing

Tel: **01624 645 390**

Email: laurab@ashgrovemarketing.com

www.ashgrovemarketing.com





