

# Become a **Partner**



## Proposal



# Club Statement

City of Coventry Swimming Club is a Charitable Incorporated Organisation (registered charity number: 1175684) who pride themselves on helping young people develop a love for the sport of swimming and help them to be the best they can possibly be. We are currently undergoing a review of our club strategy which has revealed some areas for potential investment from local businesses in Coventry.

Swimming is England's most popular participation sport with 2.9 million people swimming every week. By investing into our swimming club your organisation would be supporting this number to grow and also investing in future elite swimmers.

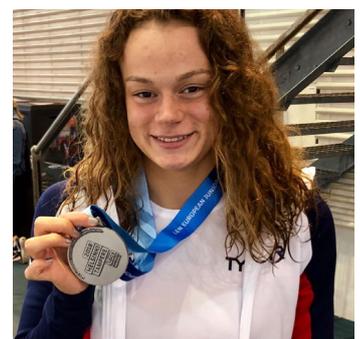
Swimming has also proven to be medically beneficial with both physical and mental advantages. In their 2019 report on the Value of Swimming, Swim England found that "492,000 British adults with mental health conditions have reduced the number of visits to medical professionals regarding their mental health... 1.88m young swimmers feel more confident to achieve their goals" (Swim England, Value of Swimming Report, 2019).

By supporting a great local club, you can help us to improve these numbers and support your community further still.

## **Our Swimming club has:**

- Current membership of 660 club members including over 150 volunteers & coaches plus 510 swimming members (as of January 2020).
- Swimmers competing in up to 20 internal competitions and 10 external competitions per year.
- Access to an average of 200 - 450 Spector's at each competition.
- 15 performance level athletes compete in National level events in 2019 with 15 medals won and a further 18 top 10 finishes.
- Links to local swim schools and community swim programmes reaching thousands of swimmers and parents in the local community.
- A social media following on Twitter/Facebook and Instagram of around 2500 people in total.

We think this would be an amazing opportunity for your business to be involved in with the local community and in the development of our future Olympians.



# Benefits

**Our current membership offers your organisation an established market place in which to promote your company. Many of our members are young working families keen to invest in the future of their children which is an ideal market for you to expose your brand.**

## Internal Competitions

You can have direct exposure through our any of our 20 internal competitions per year by sponsoring them on a competition by competition basis.

These internal competitions usually have around 100 participants entering and around 200 spectators. We advertise these meets on our website, through our Club Communicator and Social media pages. We can attach your company logo to all communication, for entries and results as well dedicating a section of our programme to you company.

## External Competitions

We have been holding external events for over 40 years, incorporating swimmers of all ages and abilities including disability and junior level competitions. During these events, we post reports and results to our social media pages as well as in the local press about how well our athletes have done! There is also the opportunity to have an entire programme dedicated solely to your company through one of our package options.

## Website

The club website receives on average 1,500 page visits per day and over 250,000 visits per year. The website is used for but not limited to: general information for our members: entry to competitions for both our swimmers and swimmers from other clubs: reports on gala weekends and much more.

## Competitive Teams

We have around 8 different teams across the year in the swimming section of the club, from junior ages through to masters at various local, regional and national level competitions. Our junior league team have been regional champions and qualified for the National Junior League final for the previous 2 years in a row and hope to continue this success in a very competitive league. These leagues can have around 500 spectators in the balcony with national level relay teams live streamed to the wider community via the Swim England YouTube pages. The result of these competitions are then reported on the club website and social media pages after the fact.



## Volunteer workforce

We are very fortunate to have a large group of volunteers (120-150 at any one time) who assist with the running of the club on a daily basis as well as at competitions. Without the good will of these people, clubs like ours wouldn't be able to run and include roles ranging from teaching a few hours per week to being the club's treasurer or membership secretary.



ICG Team, Ufa Russia



Mercian League Team



Junior League Team



National Master Swimmers



Devon Tour Team



Warwickshire Junior County Team

# Key Contacts

## **Club Officers**

### **Ruth Jelley**

Secretary and an Officer of the Club.

Ruth has been variously involved as parent, volunteer, official and committee member for twenty five years.

### **Hayley Ward**

Trustee, Director and Treasurer.

A volunteer for the Club since 2013, Hayley is very much part of the driving force of the Club with Daughter's being members of the Club. As a qualified accountant Hayley's expertise is utilised on the financial side of the Club.

### **Kevin Sherwood**

Trustee, Director and Acting Chairman.

A volunteer for the Club since 2001, specifically as part of the Officiating side of the Club but also very much part of the driving force of the Club.

## **Senior Staff**

### **Adam Ruckwood**

Adam has coached swimmers to medal winning performances at European Championships, Commonwealth Games, World Student Games, World Junior Championships, European Junior Championships, European Youth Olympics and World Schools Games. Adam is also a former Olympian himself going to the Barcelona 1992, Atlanta 1996 and Sydney 2000 games as well as winning a Gold, Silver and Bronze across 3 Commonwealth games.

### **Jo Deakins**

Jo's main focus is on the Development & Strategic plans that we have in place and to help with the Management side of the Club as we strive to become more successful on all levels.

Like Adam, Jo is a former Olympian from Barcelona 1992 and Atlanta 1996. Jo is also a Commonwealth Silver medalists from 1990.

## **Current Partners**

### **Pam Offer**

Pam is a Director of Aquarius Interiors Ltd with many years' experience in running and managing a successful company. She has been volunteering for the swimming club for several years being a Parent Rep, Team Managing and the current Assistant Treasurer.

# Testimonials

**“3J Driveline** has worked with City of Coventry Swimming Club for a number of years, and we will continue to support them for many years to come to further assist the progress of the club and most importantly its young swimmers.

As well as producing outstanding high achieving swimmers, the club provides outstanding support, discipline and development for their athletes not only as swimmers but as young people as well”.

Dan Jones - MD 3J Driveline

**“Zoom Print & Display** are proud to work with City of Coventry Swimming Club supporting there media profile to develop them into one for the top clubs.

Zoom will continue in partnership to bring the clubs ambitions across the region and the UK to build a lasting impact for all swimmers”.

Ian Fairchild - Zoom Print & Display

**“Aquarius Interiors** have been proud to support the City of Coventry Swimming Club for a number of years. This past year being no exception having seen all levels of the club reach great achievements, with many of the club making regional and national finals from the junior levels through to the masters.

We would like to wish all the swimmers the very best of luck for the coming season”.

Warren Offer - MD Aquarius Interiors

**“Steve Winn Autocare** are delighted to support City of Coventry Swimming Club. The club offers a great service to the local community with dedicated coaching and support staff.

The Club offers a full pathway for all ability swimmers from learn to swim beginners, non-competitive through to international level athletes”.

Steve Winn - Steve Winn Autocare



# Partner options

## Advertising Board Partner

**£500** 1 year duration

The club runs 4 open meets per year with around 1000 participants over the course of the year and up to 500 parents in the balcony at each meet.

- Your logo on a 2000mm x 600mm advertising board which is displayed around the pool during the club's open meets.

## Advertising Board Partner

**£700** 2 year duration

The club runs 4 open meets per year with around 1000 participants over the course of the year and up to 500 parents in the balcony at each meet.

- Your logo on a 2000mm x 600mm advertising board which is displayed around the pool during the club's open meets for a 2 year period.

## Open Meet Scoreboard Advert

**£2,500** 1 year duration

The club runs 4 open meets per year with around 1000 participants over the course of the year and up to 500 parents in the balcony at each meet.

- A 30 second advert at the start of each session (5) at all club open meet

## Open Meet Medal Partner

**£250** per Open Meet

- Logo on swim medals presented for one open meet of your choice.

## Turn Flag Partner

**£300** per Open Meet

- Logo on turn flags both ends of the pool.

## Meet Programme Adverts

- **£50 per Open Meet**  
1/4 page colour advert  
in one open meet programme.
- **£75 per Open Meet**  
1/2 page colour advert  
in one open meet programme.
- **£150 per Open Meet**  
Full page colour advert  
in one open meet programme.

# Partner options

## National Meet Partner

**£1,500 per meet**

- Your logo on all the shirts worn by the athletes and team staff at 1 national level event up to and including Olympic trials with up to 1200 swimmers and parents over the week. Competitions are live streamed on YouTube to a wider audience.

## International Childrens Games Partner

**£2,500 1 year duration**

- Logo on all ICG forms, kit, and social media pages which will be shown to a global audience.

## Swim Camp Partner

**£500 1 year duration**

- Logo on all swim camp advertisements, seen on the club's social media pages as well as in gala programmes.

## Devon Tour Main Partner

**£750 1 year duration**

- The opportunity to support the club's under 12 tour of Devon includes your logo on all Devon Tour shirts and promotional items. You will also be invited to present the Devon Tour medals at the Club's annual Awards night.

## Website Partner

**£500 1 year duration**

- Logo on the club's website and social media pages which are viewed over 250,000 per year and a link to your website.

**Please note,** partnership packages may be mixed and tailored to suit your needs. All partners are invited to attend any of the club's open meets and/or awards evenings which take place throughout the year. All package options are for 1 year unless otherwise stated.

It is also possible to build a package to suit your specific needs. This could be with the club's master's swimming section, para/disability, pathways (link to learn to swim) or another aspect of the club.

**City of Coventry Swimming Club**

# Additional Information



[www.coventry-swimming.org.uk](http://www.coventry-swimming.org.uk)

Registered Charity No: 1175684

If you would like any additional information or to talk over the contents of the proposal in person please contact me on [joanne.deakins@coventry-swimming.org.uk](mailto:joanne.deakins@coventry-swimming.org.uk).

Thank you again for your time and we look forward to hearing from you soon.



City of Coventry  
Swimming Club