

**BENDIGO EAST**  
Swimming Club



# **BENDIGO EAST**

# **SWIMMING**

# **CLUB**

**Sponsorship Packages**  
**2016/16 Season**

# Season 2015/16 Sponsorship Opportunities

Dear Sir /Madam,

The Bendigo East Swimming Club (BESC) has a proud history and has been continuously operating since 1907. BESC is a non-profit organisation whose aim is to create an environment where swimmers can enjoy both the competitive and social aspects of swimming while encouraging them to achieve their full potential. We train at the Bert Graham Pool in Bendigo East and currently have around 100 Registered Members. We continue to grow as a Club in both membership and success.

Over the past 5 years we have built our Membership base from around 30 swimmers to currently having around 110 competitive swimmers. Due to our large increase in numbers, we took a major change of tact two years ago and arranged for the pool to remain open over the entire year to allow our swimmers adequate lane space over winter as well as the general public. It took some adjusting for swimmers to continue to be pool side in the winter months, but the idea has paid off and our swimmers have gone from strength to strength with the added training times and space now available to them.

We pride ourselves on being an inclusive club with swimmers' ages ranging from 7 to 21 and squad structures catering from those just starting out to those swimming at a National level.

Last year some of our successes included:

- 2 National Open Swimmers (only the fifth time the club has achieved qualifiers at this level)
- 2 National Age Swimmers
- 21 State Championship Swimmers (with some making finals and some gaining a podium finish)
- 33 Country Championship Swimmers (many swimmers making finals and medalling and the club finishing 6<sup>th</sup> in Country Victoria)

As with most sporting clubs, we are managed by a committee of volunteers and we survive financially on registration fees, fundraising and sponsorship to help us meet our financial obligations. Our major fundraiser of the year is our Annual Swim Meet which is held in November at the Bert Graham Pool and attended by swimmers from Bendigo, Castlemaine, Tongala, Rochester, Echuca, Gisborne and even some clubs from Melbourne. It is during the meet that we are able to offer sponsors of the club added exposure through signage and sponsorship recognition in the program and medal presentations.

With the pool now being open 12 months of the year, exposure is year round. We averaged 100 visits a day over the last winter season with numbers much higher over summer. Our pool is the most frequented pool in Bendigo, particularly for families, and it is the venue for water based training for the Bendigo Triathlon Club as well as a number of Basketball and Football teams.

If you wish to help our swimmers reach their goals and be part of their journey, please help us by considering a sponsorship package that suits your organisation. Please find enclosed a guide to the sponsorship opportunities available.

Please direct all enquiries to Phil Downing [sponsorship@bendigoeastswimmingclub.com](mailto:sponsorship@bendigoeastswimmingclub.com) or 0428 366 005. The swimmers and committee of BESC thank you in advance for your support.

Yours sincerely

Phil Downing  
President – Bendigo East Swimming Club

## **Gold Sponsor – (2 Year Exclusive Sponsorship)**

- Value \$2000 for two years
- Named Sponsor of Country / State / National Team (subject to availability)
- Team photo in Media acknowledging your sponsorship
- Copy of team photo and certificate of recognition for your support
- Dedicated Signage on display in pool grounds (Sponsor to supply sign)
- Signage on Club Trailer (Sponsor to supply sticker)
- Sponsor advertising material can be made available at our Club Meet
- Logo on every page of the BESC Website with links to Sponsor's Website
- Listed on the Sponsor's page of the BESC Website as Major Sponsor
- Sponsor Logo/Artwork to appear on the sponsor sign at the entrance of the pool.
- Listed in the Annual Swim Meet program as a Major Sponsor with colour logo and multiple Individual Event Sponsorship
- Recognition of sponsorship in Club Newsletter
- Your business included in the slide show presentation at our Annual Awards night
- Positive promotion of your business to our membership base

## **Silver Sponsor (Yearly)**

- Value \$500
- Dedicated Signage on display in pool grounds (Sponsor to supply sign)
- Listed on the Sponsor's page of BESC Website with links to Sponsor's Website
- Sponsor Logo/Artwork to appear on the sponsor sign at the entrance of the pool.
- Listed in the Annual Swim Meet program as a Silver Sponsor with colour logo and multiple Individual Event Sponsorship
- Recognition of sponsorship in Club Newsletter
- Positive promotion of your business to our membership base
- Certificate of recognition for your support

## **Bronze Sponsor (Yearly)**

- Value \$250
- Listed on the Sponsor's page of BESC Website with links to Sponsor's Website
- Sponsor Logo/Artwork to appear on the sponsor sign at the entrance of the pool.
- Sponsor listed in the Annual Swim Meet Program as a Bronze Sponsor with colour logo and two Individual Event Sponsorship
- Recognition of sponsorship in club newsletter
- Positive promotion of your business to our membership base
- Certificate of recognition for your support

## **Event Sponsor – Bendigo East Annual Swim Meet**

- Value \$40 per Event
- Listed in the Swim Meet Program as an Individual Event Sponsor
- Sponsor named prior to announcement of results of sponsored event
- Sponsorship of two or more events will include coloured business card/logo in Meet Program

## **Signage Sponsor – Dedicated Signage on display in pool grounds**

- Value \$250
- 1 year term - sponsor pays for signage
- 3 year term – sponsor/club pay 50/50 for signage
- 5 year term - club pays for signage

For all enquires and terms of payment please contact our Sponsorship Officer – Phil Downing at [sponsorship@bendigoeastswimmingclub.com](mailto:sponsorship@bendigoeastswimmingclub.com) or on 0428 366 005

## Sponsorship agreement

I will be very pleased to be associated with and support Bendigo East Swimming Club

I can provide my support as a:

|             |  |  |                  |
|-------------|--|--|------------------|
| <i>tick</i> |  | Gold Sponsor (2 year commitment)         | \$1,000 per year |
| <i>tick</i> |  | Silver Sponsor                           | \$500 per year   |
| <i>tick</i> |  | Bronze Sponsor                           | \$250 per year   |
| <i>tick</i> |  | Signage Sponsor (sponsor to supply sign) | \$250 per year   |
| Qty.        |  | Event Sponsor for Annual Swim Meet       | \$40 per event   |

Contact Name: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone number: \_\_\_\_\_

Total amount: \$\_\_\_\_\_

*I understand will be invoiced by Bendigo East Swimming Club for the sponsorship as above.*

Signed: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_\_\_

Please return this page to [sponsorship@bendigoeastswimmingclub.com](mailto:sponsorship@bendigoeastswimmingclub.com)