



CITY OF HERFORD SWIMMING CLUB

SPONSORSHIP PROPOSAL

sport matters



“Sport matters. Sport brings people together for a common aim, it inspires a passion and a dedication which plays a central part in many people’s lives”

“Sport is for individuals striving to succeed—either on their own, or in teams. However, those individuals, together or alone, need the help of others—to provide the facilities, the equipment, the opportunities”

- Tony Blair, “A Sporting Future for All”



sponsorship proposal

The City of Hereford Swimming Club is looking to attract new sponsorship to help develop the club and its athletes. We can offer sponsors tangible benefits from being associated with the club.

All of the sponsorship packages can be tailored to meet the individual needs of our sponsors' requirements, which might include brand awareness, corporate image, customer and employee relationships, and community relationships. Our partners will benefit from an association with a highly regarded and successful sports club.

The club is looking for sponsorship in money and in-kind, ranging from clothing to services and expertise.

We are a thriving local sports club with a number of elite swimmers competing both regionally and nationally.

Recently the club were recognised by winning the Herefordshire Sport Club of the Year and the Herefordshire and Worcestershire Sports Partnership Club of the Year awards.

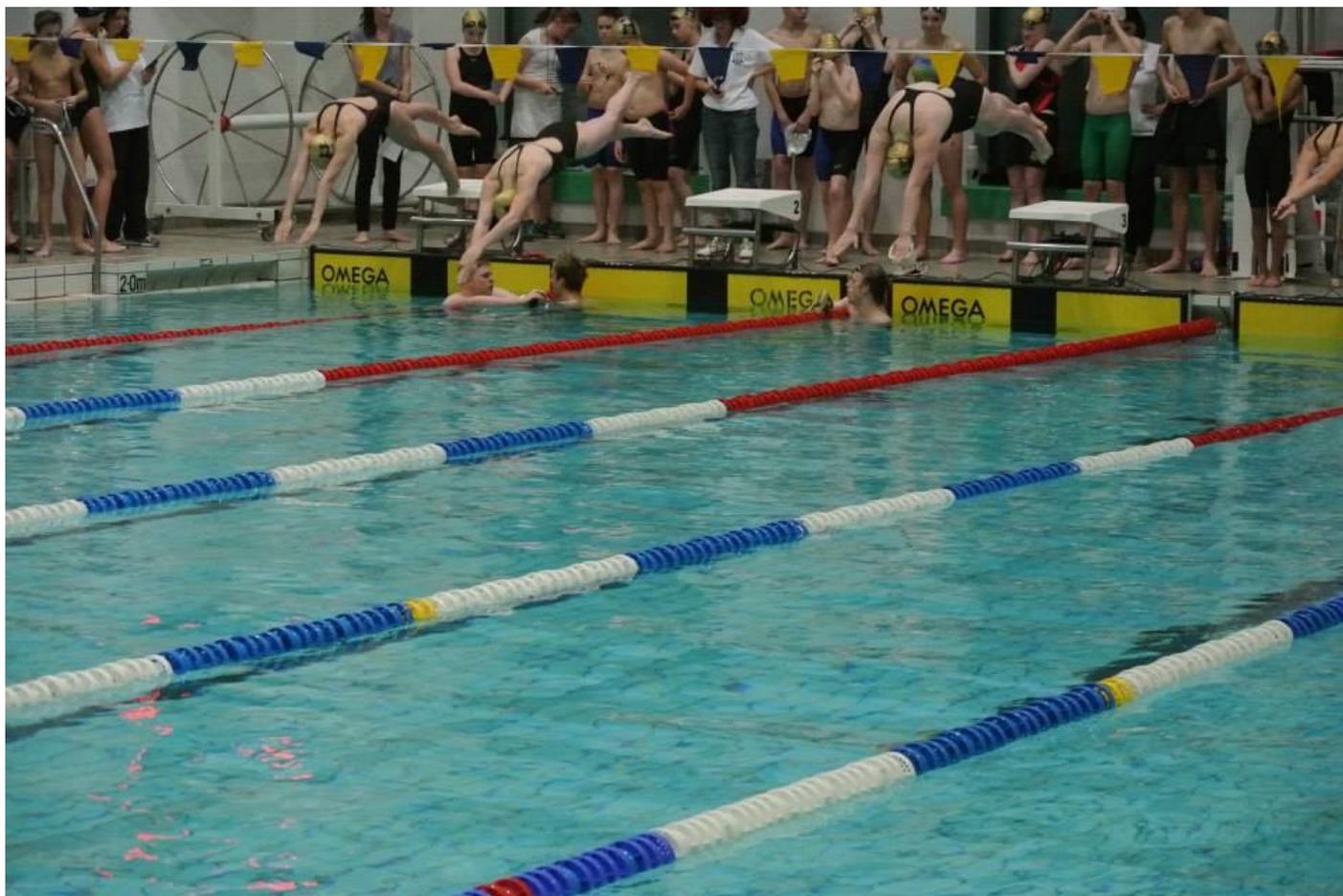
Individual accolades have also been awarded to Pat Blake (Herefordshire Sport Sportsman of the Year), Hugo Lemar (Herefordshire Sport Young Sportsman of the Year) and Alex Dallimore (Herefordshire Sport Coach of the Year)



Harriet Aldous-Fountain—100m and 200m national age group champion 2013



about the city of hereford swimming club



City of Hereford Swimming Club is Herefordshire's Premier competitive swimming club, boasting swimmers at county, regional and National level.

We cater for all levels of swimmer, both competitive and non-competitive, and strive to give every member an opportunity to be the best they can be.

Our mission is to improve the participation and performance in swimming

Our aims are to:

- To encourage as many individuals to take part in the sport of swimming regardless of their age or level of swimming competence (within the constraints of its existing resources or available space).

- To provide a safe, structured environment in which swimmers can enjoy developing those skills essential for competitive and social swimming
- To improve the performance of keen and talented individuals in the sport at all levels of British competitive swimming

We currently have over 250 athletes across Hereford, Ross-on-Wye, and Leominster clubs—arranged into performance levels from academy to elite and the water polo team.



why sponsor us?



Be proud to be part of a local community sports club that has recently:

- broken xxx records and won xxx gold medals at county championships
- taken xxx swimmers to regional championships, winning xxx medals
- won xxx medals at national championships, with x records being held by Hereford swimmers
- seen three swimmers be selected onto the England talent programme
- xxx water polo players being selected to play for Wales

In addition, by becoming a sponsor you will receive:

- brand exposure and awareness at both a local and national platform
- advertising opportunities on club website, competitions, newsletters and publications
- brand exposure through media coverage of swimmers and events



sponsorship packages

We would like our sponsors to be part of the long term development and success of the club, so we are offering opportunities at various levels of investment from main club sponsors to event sponsors.

We have packages available to suit all budgets, but all aspects can be negotiated and tailored to suit the individual requirement of the sponsor

It is our responsibility to make sure that the sponsorship package works for you and we would work together to make sure that your expected benefits are being realised.

Our sponsorship packages are offered on three tiers, depending upon the level of support; each one offering its own unique benefits.

Additionally, individual elements are open to sponsorship or a specific package of elements can be created to meet your requirement and or budget.



gold package - £2,000



The benefits of the gold sponsorship package include:

- Named sponsor of event at annual Hereford Open Meet
- Kit sponsor for all squads, with logo on all new 'dry clothing' purchased in sponsorship period. Clothing will be printed with your logo to be worn by players, officials, team managers and coaches
- Sponsorship and signage of the electronic scoreboard at the club
- Naming rights for the presentation night including signage
- Letter Heads - Quality headed paper dedicated specifically for use during correspondence, including local sports clubs, businesses, volunteers, media, councillors, schools, parents/guardians, coaches, and young people. Your logo could be depicted and incorporated into the layout
- Banner page advert on the club website, with sponsors' page



silver package - £1,000



The benefits of the silver sponsorship package include:

- Named sponsor of event at annual Hereford Open Meet
- Naming rights for best overall Girl and Boy swimmer at the club annual presentations, including free entry and presentation of awards on the night
- Letter Heads - Quality headed paper dedicated specifically for use during correspondence, including local sports clubs, businesses, volunteers, media, councilors, schools, parents/guardians, coaches, and young people. Your logo could be depicted and incorporated into the layout
- Logo on club website, with sponsors' page



bronze package - £250



The benefits of the bronze sponsorship package include:

- Naming rights for best overall xyz awards at the club annual presentations, including free entry and presentation of awards on the night
- Letter Heads - Quality headed paper dedicated specifically for use during correspondence, including local sports clubs, businesses, volunteers, media, councilors, schools, parents/guardians, coaches, and young people. Your logo could be depicted and incorporated into the layout
- Logo on club website



contact us

If you are interested in sponsoring us,
or would like to find out more details,
then please email us at
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City of Hereford Swimming Club

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