



## ST Vincent's Cousins Tours & Travel Swim Series - Sponsorship Proposal

### The Swim Series

The St Vincent's and Cousins Tours and Travel Swim Series links six of Victoria's biggest open water swims, operating from December 2010 and finishing on Australia day 2011. It's a not for profit, volunteer run series which gives participants the opportunity to challenge themselves for a great cause.

The Swim Series evolved from a local life saving club event into a circuit that attracts thousands of participants from all walks of life; from premiers and politicians to sporting icons and amateurs to new comers, veterans, the young and the old.

Although swimming is one of the fastest growing sports in Victoria and the Swim Series is one of the most important events on the Australian sporting calendar, the competition retains its community approach.

Each swim is organized and run by local life saving clubs and is their biggest fundraising event for the year. Each dollar received by the club comes from the community and contributes to the education and improvement of water safety in Australia.

The Swim Series has been running for the past 4 years and continues to grow at a great pace. We see record numbers of participants each year and a steady increase in the number of individual swims that form part of the swim calendar.

The Swim Series is a great community event that ignites passion for the sport of swimming and encourages people to take to the water outside of the competition dates and outside of the summer months.

### Founding Members

The Swim Series was founded by St Vincent's Hospital and Cousins Tours and Travel in an attempt to increase awareness related to the benefits of swimming, promote health and wellbeing in the community and raise much needed funds for the hospital. This year, the first swim of the series – 'Swim for your Life' in Brighton, will support St Vincent's Cardiac Unit.

In addition to the Swim Series, Cousins Tours and Travel have been publishing the Victorian Open Swim Calendar for the last 20 years.

## St Vincent's Cousins Tours & Travel Series events 2010/11

- Swim For Your Life 11 Dec 2010
- Anglesea Rock to Ramp 28 Dec 2010
- Ripview Swim Classic 02 Jan 2011
- Sorrento Bay Swim 09 Jan 2011
- Danger 1000 Ocean Swim 15 Jan 2011
- MMAD Australia Day Swim 26 Jan 2011

## Becoming a Sponsor

For the 2010/2011 Swim Series, the event founders rely on the support and cooperation of supporting and product sponsors to ensure that they continue to deliver a high quality, well run event that reaches its objectives and provides a positive experience for its participants.

There are great benefits associated with becoming a Swim Series sponsor;

- Event expands around the bay, reaching a large geographical coastal area
- Ability to reach a varied population across all socio-economic classes, with a concentration in high economic classes
- Great exposure through each individual participating club
- Extended exposure as event runs for several months
- Being involved with a community event and raising awareness
- Supporting the local Victorian Surf Life Saving Clubs
- Promoting the benefits of swimming and encouraging healthy living
- Educating Australians about water safety

As the level of sponsor contribution may vary we welcome the opportunity to develop a sponsorship proposal specific to your company/organization. Benefits for you company may include:

### Branding

- Sponsor logo and title to appear on all materials involving communication with participants, public patrons, sponsors and media
- Sponsor logo to appear on the Swim Series t-shirts
- Sponsor logo to appear on all marketing materials (including flyers, posters, participant pack information)
- Signage
- Sponsors logo to appear on race Finish signage
- Benefit of having multiple events and brand awareness spanning over 4 months

### Website

- Sponsor title and logo to appear on the Swim Series homepage\*
- Sponsor title and logo on the Swim Series homepage to be hyperlinked to Sponsors website
- Sponsor title and logo to appear on online registration page
- Sponsor title and logo to appear on e-newsletter received by all participants and sponsors
- Opportunity to include information about sponsor on Swim Series homepage

*\*As publisher of the Victorian Open Swim Calendar for the past 20 years, Cousins Tours and Travel receive thousands of website visits from August to March each year.*

### **Event Presence**

- Opportunity for sponsors to set up company banners at each swim
- Opportunity for sponsors to set up a company marquee at each swim
- Acknowledged as a sponsor by MC at each Swim Series event

### **Other promotional Opportunities**

- Opportunity to include promotional material in participant race packs
- Sponsor to have the right to advertise their level of sponsorship including use of the event logo
- Networking Opportunity - Entrance to VIP marquee at 'Swim for Your Life' in Brighton

### **Media Opportunities**

- Sponsor title to be announced with all radio adverts
- Sponsor title and logo to be included on all media releases

**For more information and to discuss options contact Gina Harris 03 9827 2999 or 0417581550**