

**Tea Tree Gully Swimming Club Inc**  
**Sponsorship Package**  
**2023/24**



## **Sponsorship**

Tea Tree Gully Swimming Club (TTGSC), based in the north-east of Adelaide is a competitive Swimming club with 100 swimmers in our four swimming squads, supported by their family and friends. In addition, TTGSC runs a Swimming School with swimmers aged from 6 months to those graduating into the Club's Development Squad.

The Club brings together a community of swimmers who train and compete in their sport in a relaxed, friendly environment, with a focus on teamwork and personal development that can lead to State and National level competitions.

TTGSC was founded in 1969 when a new Olympic swimming pool known as Waterworld was opened. Still based at Waterworld, squads train at Waterworld and the ARC Campbelltown in summer and at the ARC Campbelltown and St Peters Boys College in winter. Training is generally held from 5.15am-7.15am and between 4:30pm - 7.30pm 5 days a week and on Saturday mornings. Our coaching team comprises Head Coach Lawrence Krauter who has more than 15 years coaching experience and supporting coaches Erin McGlashen and Belinda Mentha.

## ***Excellence in Swimming***

Our swimmers strive for continuous improvement and constantly impress us with their perseverance, resilience, sportsmanship and teamwork in this challenging sport. They focus upon achieving personal goals and collectively raise the Club's success and profile. Their success in part reflects the unity and commitment of family and friends, along with the generous support of our sponsors and partners in the community. By sponsoring our Club, you will not only be contributing to the development of our young people but helping TTGSC achieve their vision.

*Our Vision is to be the premier competitive swimming club in North-East Adelaide.*

*Our Mission is to develop swimmers and create athletes in a competitive and friendly environment.*

Our upcoming swimmers represent TTGSC and South Australia in National Aged Championships and Open Water Championships held across the country each year. We also enjoy success in school and interclub competitions regularly throughout the year in metropolitan and regional competitions.

Our swimmer, Brittany Castelluzzo, a current Australian Dolphin represents TTGSC and Australia in the USA and at high profile international meets.

## ***Swimming Club Contacts***

For information about Tea Tree Gully Swimming Club please contact our President at [president@ttgsc.org.au](mailto:president@ttgsc.org.au).

For further information about sponsorship and to discuss becoming a TTGSC sponsor contact Julia Knuckey on [juliaknuckey@gmail.com](mailto:juliaknuckey@gmail.com) or 0457853396.

## ***Finance and Sponsorship***

The Club is financed through fees and fundraising activities including bi-annual events, BBQs, our annual Swimming SA carnival and by sponsorship. The TTGSC Sponsorship Program aims to provide much needed funding to help the Club:

- Develop or swimmer's physical and mental health through personal training and allied health supports and training equipment.
- Maintain quarterly swimming fees at an affordable level for all families.
- Provide rewards through trophies and medals for club competitions.
- Support professional development for coaches and officials.
- Run fun events for swimmers and their families and encourage participation of the sport for potential new members.
- Build the profile of competitive swimming in our region.

### **All Sponsor Logos/Details will be:**

- Featured in our Clubroom window
- Featured poolside
- Featured on our website
- Promoted through Social Media
- Promoted at Club Carnivals
- Included in brochures, competition programs and the members handbook

### **Sponsor Board displayed pool side**

Waterworld                      Our club whiteboard is located by the 50-metre pool area during training and will display sponsor logos during summer months.

ARC Campbelltown              Our club whiteboard is displayed at the deep end of the 25-metre pool at the ARC Campbelltown, 365 days of the year and will display sponsor logos.

### **Club Website and Social Media**

Club Sponsors will feature on the landing page. Sponsors are welcome to have a click-through from their logo to their business website.

The club has a presence on Facebook and TeamApp.

### **Sponsorship Fees**

Fees are paid annually in advance.

### **Other Promotion**

Other features of the sponsorship not outlined in this agreement are by negotiation with the Club Committee.

## Major Sponsor - \$2500 per annum – 2-year commitment

Exclusive to two non-competitive companies

For 2023/24 Major Sponsor benefits include:

### Company logo

In addition to the abovementioned promotion of business logos throughout various channels and events, your company name and logo can be included on our club shirts:

- a patch can be ironed or sewn on our club jackets and rugby shirts when signing a 2-year sponsorship contract. One off cost of patches is payable by the sponsor in addition to the annual sponsorship fee. These will comply with the Swimming Australia guidelines for size and position.
- You can fund an original, branded shirt with your company logo featuring that can be worn in addition to official club merchandise. See our SWIM-EAT-SLEEP shirt below



- First option to sponsor team shirts for interstate trips by use of company logo or slogan on the team shirts. Parents will contribute to the cost of the shirts; however, sponsor will need to pay any additional costs involved i.e., artwork, additional colours

### Campaigns

As a major sponsor you will be entitled to two direct campaigns per annum. You may have an end-of-financial-year or seasonal campaign that we can distribute directly to our members and their families, on our website and in our social media.

### Trophy Naming

As a major sponsor you will have a club trophy named after your company for the duration of the sponsorship. You will be invited to present the trophy at the awards night.

The cost of trophy plaques is included in the annual sponsorship fee.

### Certificate of Appreciation

As a sponsor you will receive a framed Certificate of Appreciation from TTGSC for you to display.

### Official Events

- Complimentary invitations for two people to attend the annual TTGSC presentation night. It is hoped a company representative will present an award at these events.
- Complimentary invitations for two people to attend a State Championship event as our guest
- Complimentary invitations for two people to attend selected club events including club hosted competitions, with a possibility of presenting medals
- Complimentary lane sponsorship in your company name at our annual carnival

## **Club Sponsor - \$1000 per annum – annual commitment**

Exclusive to four non-competitive companies

For 2023/24 Major Sponsor benefits include:

### **Company logo**

In addition to the abovementioned promotion of business logos throughout various channels and events:

- You can fund an original, branded shirt with your company logo featuring that can be worn in addition to official club merchandise. See our SWIM-EAT-SLEEP shirt below.
- The option to sponsor team shirts for interstate trips by use of company logo or slogan on the team shirts. Parents will contribute to the cost of the shirts; however, sponsor will need to pay any additional costs involved i.e., artwork, additional colours.

### **Campaigns**

As a Club sponsor you will be entitled to one direct campaign per annum. You may have an end-of-financial-year or seasonal campaign that we can distribute directly to our members and their families, on our website and in our social media.

### **Certificate of Appreciation**

As a sponsor you will receive a framed Certificate of Appreciation from TTGSC for you to display.

### **Official Events**

- Complimentary invitations for two people to attend the annual TTGSC presentation night
- Complimentary invitations for two people to attend selected club events including club hosted competitions, with a possibility of presenting medals
- Complimentary lane sponsorship in your company name at our annual carnival
- Invitation to present ribbons at club carnival to 'Come and Try' swimmers

## **Club Supporter - \$500 per annum**

Open to businesses and individuals

- Sponsorship includes financial and in-kind contributions
- *Your business and logo will be:*
  - *Featured on our website*
  - *Promoted through Social Media throughout the year*
  - *Promoted at Club Carnivals*
  - *Included in brochures, competition programs and the members handbook*
- Your contribution will be printed in the club hosted competition program, read out by the announcer during the race

### **Certificate of Appreciation**

As a sponsor you will receive a framed Certificate of Appreciation from TTGSC for you to display.

## **Lane Sponsor - \$100 per competition**

Open to businesses, families and individuals

A maximum of 8 lane sponsors per carnival.

- Your contribution will be printed in the club hosted competition program, read out by the announcer during the race
- Lane sponsors signage will be displayed on the lane during the competition
- Two social medial posts thanking and promoting your business including your logo

# TTGSC Sponsorship

This agreement is entered into between TTGSC inc. and \_\_\_\_\_ on the \_\_\_\_\_ day \_\_\_\_\_ 20 \_\_\_\_.

Pursuant to this agreement, TTGSC undertakes to provide the above-named with sponsorship benefits as outlined in TTGSC Sponsorship Package.

Annual Package cost:

MAJOR SPONSORSHIP PACKAGE \$25p00.00

CLUB SPONSORSHIP PACKAGE \$1000.00

CLUB SUPPORTER PACKAGE \$500

Provision of the above sponsorship agreement will commence on the \_\_\_\_\_ and conclude on the \_\_\_\_\_. During this period the above-named will receive benefits as outlined in TTGSC Sponsorship Package.

In consideration for the provision of \_\_\_\_\_ level sponsorship benefits, the above-named agrees to pay TTGSC the sum of \$ \_\_\_\_\_ in full at least 7 days prior to the commencement of the agreed sponsorship period.

The terms of this agreement may be varied at any time upon the consent of both TTGSC and the above-named. Amendments or variations to this agreement must be done in writing and allow 90 days to take effect.

TTGSC reserves the right to terminate this agreement at any time in the event that the above-named fails to make payment in accordance with this agreement and may recover from the above-named any outstanding amounts owing to TTGSC.

I, \_\_\_\_\_ of \_\_\_\_\_ have read and understood this agreement and accept the terms of engagement provided here in.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(Sponsor signature)

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(TTGSC Representative's Signature)