

Feel Free to Feel Fit: Swim Program Sponsorship Package

Introduction

The City of Greater Sudbury is thrilled to present the *Feel Free to Feel Fit* Free Swim Sponsorship Package, designed for businesses and organizations committed to fostering community engagement and promoting active, healthy lifestyles. This initiative will create an energizing atmosphere for both residents and visitors while providing sponsors with significant exposure and recognition.



Sponsorship Options

1. Annual Title Sponsorship

Investment: \$10,000

Time Frame: Annual sponsorship

Coverage: This option supports all free swim events across all venues for one full season.

Benefits:

- Brand recognition on signage, posters, flyers, and digital communications for all free swim events.
- Monthly social media shoutouts to enhance your visibility.
- Prominent recognition at every free swim event.
- Opportunity to host a promotional booth at selected events to engage with the community.
- Recognition on the City of Greater Sudbury's website.
- Option to distribute branded items (e.g., water bottles, towels) at free swim events.

2. Monthly Sponsorship

Investment: \$2,500 per month

Time Frame: Select any month during the year.

Coverage: Your sponsorship covers all free swim events for the chosen month.

Benefits:

- Your logo featured on promotional materials for all swimming events in that month.
- Monthly social media acknowledgment.
- Recognition at every free swim event during your sponsored month.
- Opportunity to set up a promotional booth at selected swimming events.

3. Weekly Venue Sponsorship

Investment: \$500 per week at one location

Coverage: Sponsor free swimming events at a specific venue for one week.

Benefits:

- Logo placement on promotional materials for the selected venue's events during that week.
- Recognition during the free swim event(s).
- Opportunity to host a booth at the sponsored event.
- Mention in social media posts leading up to your sponsored event.

Enhancement Opportunities

- Complimentary leadership and safety training for youth regularly participating in the free swim program.
- Investment in new recreational equipment, enhancing the experience for all participants (e.g., swim aids).
- Themed Swim days (e.g., Holiday Swims, Family Day activation) can be branded and activated by your organization for even greater exposure.

Additional Information

Sponsorship Duration: The free swim season runs from September to March, providing excellent opportunities for sustained brand visibility.

Payment Terms: Payment will be due upon agreement of sponsorship.

Contact Information:

For inquiries or to secure your sponsorship, please contact:

Kyle Marcus

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Supporting free swim in Greater Sudbury is not only a fantastic way to connect with the community, but it's also a powerful opportunity to showcase your organization's commitment to wellness, health, and community involvement. We look forward to partnering with you in this exciting endeavor!