

A swimmer is captured in the middle of a powerful stroke, creating a massive splash of white water. The swimmer's head is above the surface, wearing a yellow swim cap and black goggles. The background is a deep blue, suggesting a pool or open water.

MANY DREAMS ONE PASSION

Greensboro Touring Team Sponsorship Opportunities



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Greensboro Touring Team

Thank you for allowing us to present a real and unique opportunity to further the dreams of NSW swimmers on the pathway to Paris 2024 Olympic success.

We look forward to sharing more with you about our plans for our 2022 Greensboro Touring Team, and with the help of your valued contribution we aim to raise \$50,000 total in cash or contra to fund the team's travel, accommodation and expenses.

Meeting this goal is vitally important to allow the talented athletes on our Touring Team to get access to the elite competition they require to be successful at the highest levels, and to contribute to the future of Australia's most iconic sport.



Who we are

Swimming is the highest participation sport in Australia, and it's an activity that is synonymous with the Australian way of life. Founded in 1889, Swimming NSW is the peak governing body for the sport across NSW and the ACT. We are affiliated with Swimming Australia, our National Sporting Organisation, and make up 58.5% of the total national membership, with 27,700 members.

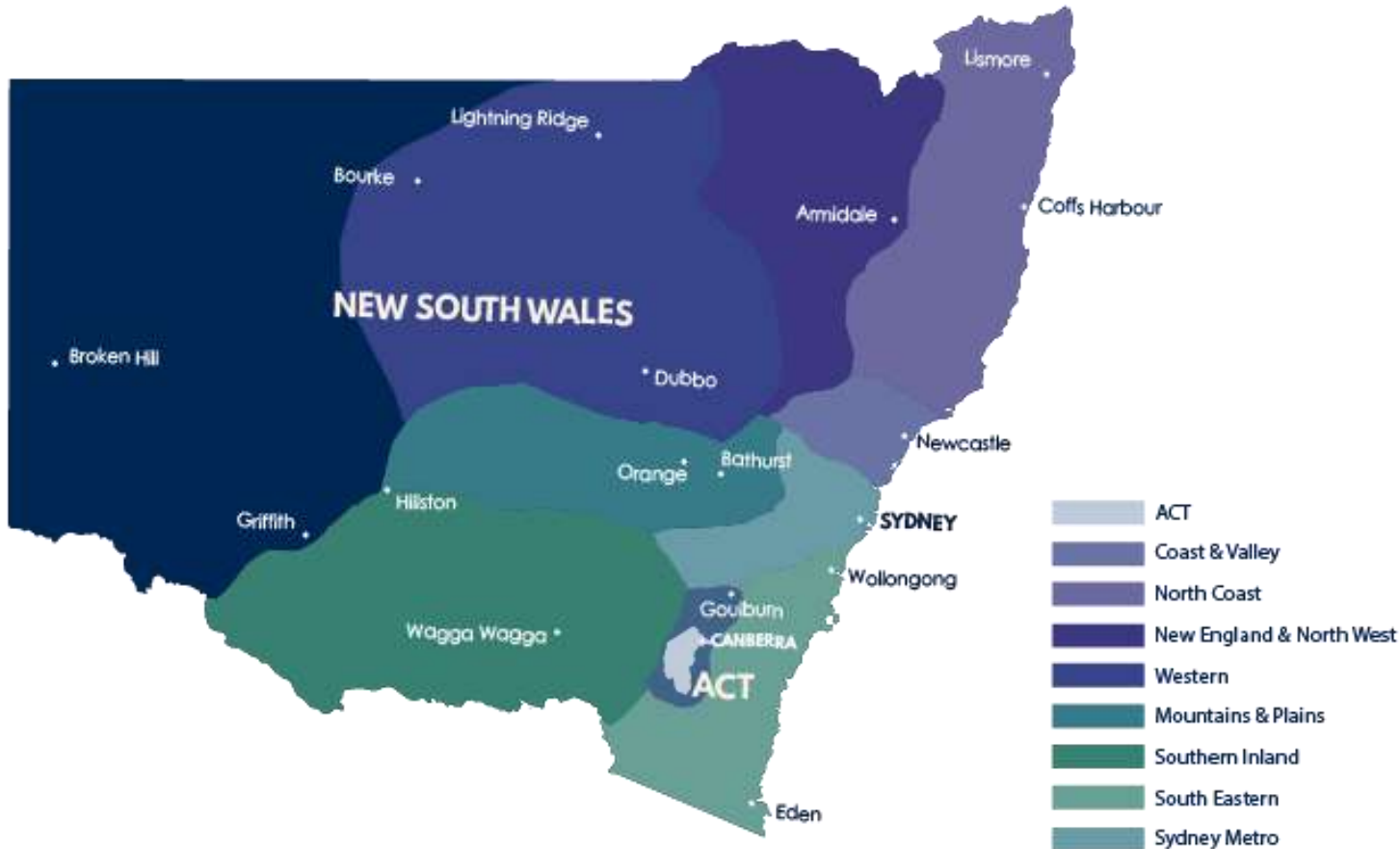
Core to Swimming NSW are the various groups of dedicated individuals who work together towards our **vision** of being the number one swimming state in Australia in performance and participation.

Our people consist of our administrative staff, coaches, technical officials, committee members, members and treasured Life Members. We are guided by our voluntary Board, led by President, Chris Fydler OAM and Chief Executive Officer, Mark Heathcote.

We understand that our members have many dreams about what they want to achieve in our sport, but they all share our passion for swimming. This is why our **mission** is to provide opportunities and pathways to enable everyone to enjoy swimming and develop the potential of all participants.



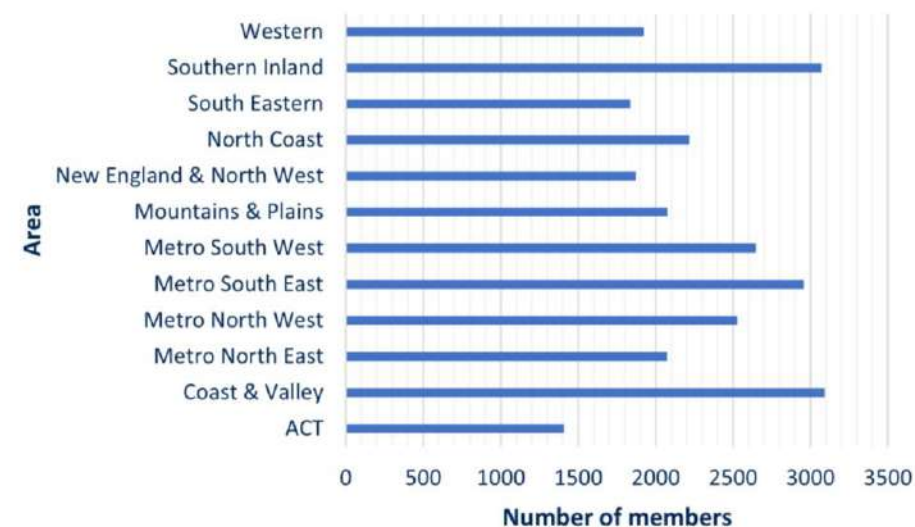
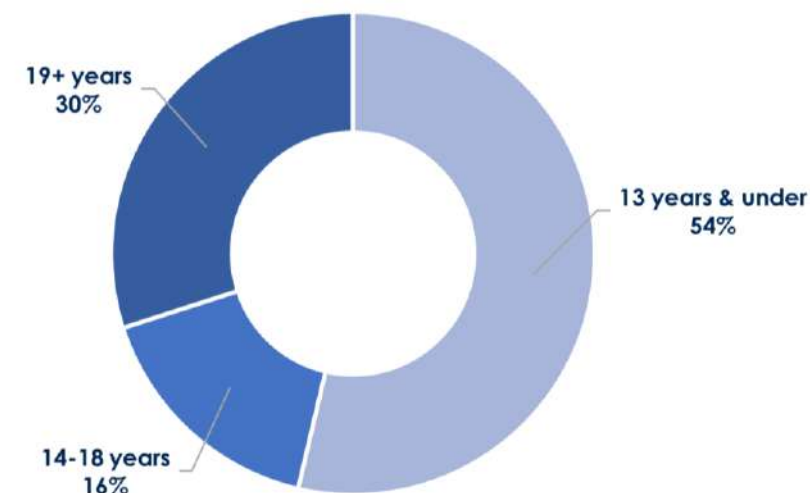
Reach and following



- 306 clubs
- 27,700 members
- 25K+ mailing list subscribers
- 32K+ social followers
- 130K Facebook & Insta reach/month
- 179K website page views/month
- 210K TikTok views/month
- 1.5M+ overall TikTok views

Membership base

Area	Active Clubs	Members	13 years & under	14-18 years	19+ years
ACT	13	1408	575	267	566
Coast & Valley	33	3092	1839	452	797
Metro North East	17	2075	832	460	781
Metro North West	22	2529	1085	526	918
Metro South East	30	2957	1506	556	893
Metro South West	25	2648	1148	563	937
Mountains & Plains	26	2077	1338	339	399
New England & North West	23	1870	1063	216	591
North Coast	31	2216	1213	272	731
South Eastern	24	1835	1056	287	490
Southern Inland	37	3072	1899	395	775
Western	25	1922	1301	199	422
TOTAL	306	27701	14855	4532	8300



The Target:

2022 TOYOTA US OPEN

Swimming NSW is proud to announce the selection of six athletes, three coaches and one manager who will represent NSW in the pool and on deck as part of our 2022 Touring Team. The Team is set to compete at the **2022 Toyota US Open** in **Greensboro, North Carolina** from 30 November to 3 December.

This elite competition is expected to host hundreds of athletes, including members of the US National Team, National Junior Team, 2020 US Olympic team

and 2022 FINA World Championships Team athletes – some of Australia's toughest competitors in the pool.

The Touring Team provides a unique opportunity for promotion with space available on uniforms for logos (which will be seen across the globe as the team travels to the USA). The event will also be covered by Swimming NSW staff via photos and articles. These will be published on Swimming NSW's website and across our social channels with ample chances for sponsor mentions, tags and link backs.



NSW Touring Team members

Swimming NSW are honoured to have six of our highest nationally-ranked athletes representing NSW at the 2022 Toyota US Open.

Athletes

Name
Gabriel Gorgas
Joseph Hamson
James Koch
Angus Menzies
Ashleigh Oberekar
Ryan Wilkes

Coaches and Staff

Name
Paul Bruce
Nick Dobson
Sam Frame
Cecilia Brophy-Williams

All athletes are currently ranked in the top 15 of all Australian competitors, with swim performances within 5% of a world benchmark time in their respective event.

Athlete	Event	Current AUS Ranking	Time	% from the World Benchmark Time*
Ashleigh Oberekar	200 Breaststroke	6	02:26.89	1.2%
James Koch	200 Freestyle	12	01:48.58	2.4%
Ryan Wilkes	400 Freestyle	10	03:52.01	2.4%
Joseph Hamson	50 Butterfly	9	00:24.05	4.4%
Angus Menzies	200 Breaststroke	5	02:14.18	3.4%
Gabriel Gorgas	200 Individual Medley	9	02:01.90	3.6%

**The World Benchmark Time is the time swam at the 2022 World Swimming Championships by the 8th place finalist.*

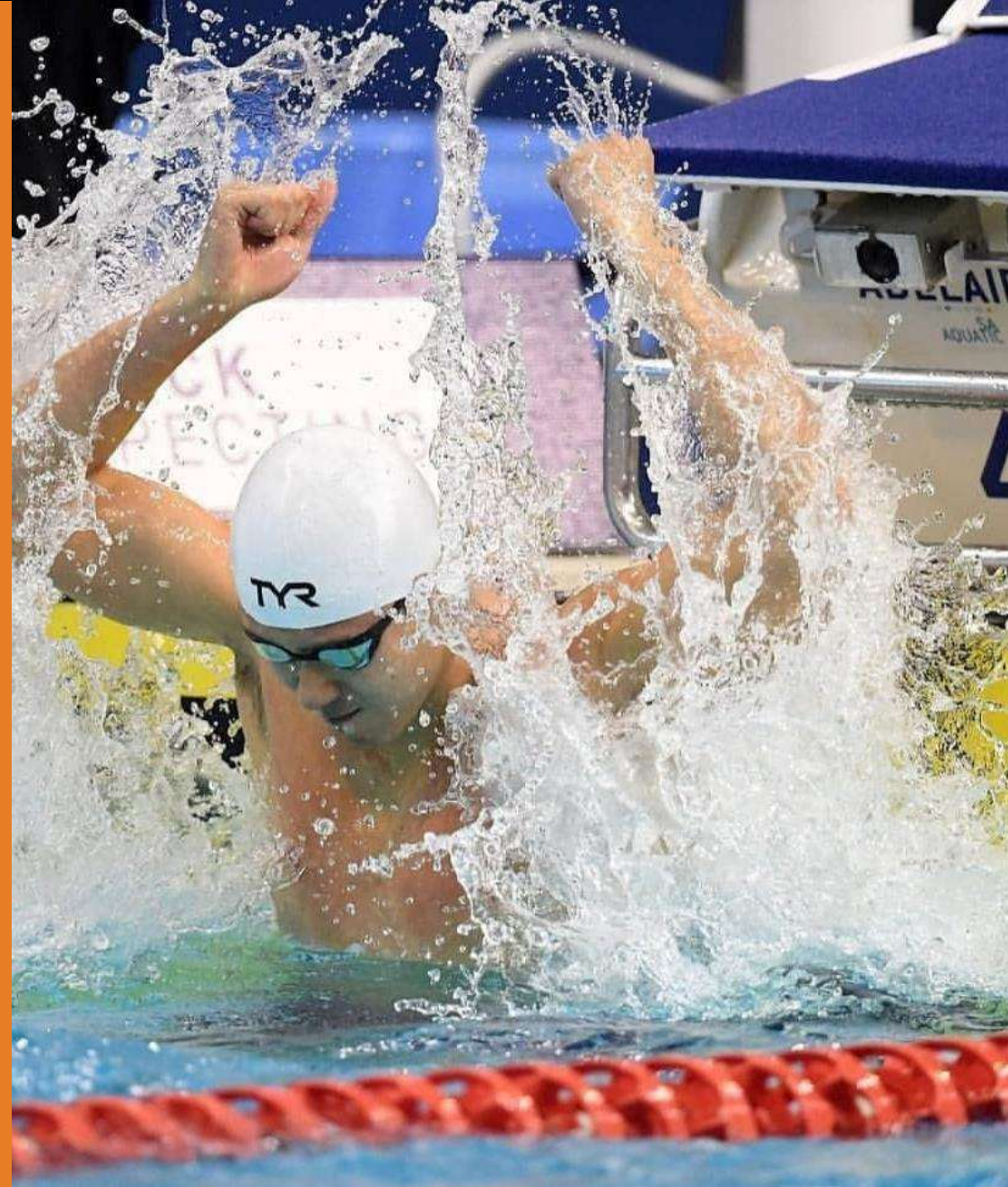
The evidence is clear: athletes need experience

Past results have shown that providing an opportunity for our highest-ranked emerging athletes to race top level international competition is crucial for their development.

In July, Australia was represented by a 34-strong Australian Dolphins Swim Team at the 2022 World Championships in Budapest. 12 out of these 34 swimmers had competed in at least one elite overseas competition since 2016 before making their World Championships debut.

Overseas Touring Teams provide experiences that are irreplicable in Australia, including:

- racing against unknown competitors
- finding strategies to adapt to an unfamiliar environment
- developing invaluable skills in self-regulation and mental toughness for peak performance.





“We are two years from the 2024 Australian Olympic Team Trials, and it is imperative to support the development of our NSW swimmers who are tracking towards open success.

“Part of that development is to provide opportunities where these swimmers are exposed to high level competitions and the environment that comes with it, like learning how to deal with the obstacles that accompany travel, and seeing first-hand how performance athletes prepare and race. We must act now to support these swimmers to achieve their goals of being on the Australian Swimming Team.”

-Swimming NSW Coaching Director, Jon Shaw

Pictured far left with Performance Pathway Coordinator, Olivia Kapocius (middle) and Regional Coaching Director, Chris Myers (right).

MANY DREAMS ONE PASSION

Community Sponsor Packages



Swimming NSW Community Sponsors represent businesses that may wish to engage in a relationship as a one-off or on an ongoing basis to support particular outcomes (single event, touring team, awards night or a single award, etc.). Community Sponsor benefits can include:

- Real estate on Community Sponsor page of Swimming NSW's website
- Listed or mentioned in press release related to sponsored event, and link to business
- Logo on printed collateral as applicable (award trophy, cheque, uniforms for sponsored team) – hierarchy applicable
- Mention and tag on social as part of event or team promo to thank sponsor

Community Sponsor

\$2,000 contribution

BENEFITS

- Logo on Community Sponsor page on Swimming NSW's website
- Logo on printed collateral and shared space on t-shirts (bottom back of t-shirts with other equal contributors)
- Listed in Community Sponsors section in press releases (posted on Swimming NSW's website, across social and mailing list channels)

10 available



Community Sponsor

\$5,000 contribution

BENEFITS

- Logo on Community Sponsor page on Swimming NSW's website
- Logo on printed collateral and sleeve or equivalent positioning on t-shirts
- Mentioned as a Community Sponsor in press releases (posted on Swimming NSW's website, across social and mailing list channels)
- Mention and tag on social as part of event or team promo posts to thank sponsor
- VIP invitation to Swimming NSW special events

5 available



Community Sponsor

\$10,000 contribution

BENEFITS

- Naming rights to Touring Team
- Logo on Community Sponsor page on Swimming NSW's website
- Logo on printed collateral and prominent positioning on t-shirts (chest or equivalent)
- Key mention as a Community Sponsor in press releases (posted on Swimming NSW's website, across social and mailing list channels)
- One ad in Swimmer Magazine to members
- Mention and tag on social as part of event or team promo posts to thank sponsor
- VIP invitation to Swimming NSW special events
- Opportunity for inclusion of flyer or other marketing collateral in gear bag

1 available



Current Sponsors & Partners

Thank you for taking the time to consider our proposal.

Please contact Cecilia Brophy-Williams, Performance Support and Pathway Manager at Swimming NSW to discuss this opportunity further.

Contact

Cecilia Brophy-Williams

Performance Support and Pathway Manager, Swimming NSW

cecilia.brophywilliams@nsw.swimming.org.au

0433 375 861



Sydney-North Ryde

