

SPONSORSHIP 24

ROCKINGHAM SWIMMING CLUB



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ROCKINGHAM
SWIMMING CLUB

OUR SUCCESSFUL SEASON

BECOME A PARTNER WITH
ROCKINGHAM SWIMMING CLUB



Besides having our largest representation at International (Commonwealth Games & Worlds), National and State level this past year, Rockingham Swimming Club (RSC) has had a hugely successful year in the pool during 22/23. At Australian Championships, 6 athletes qualified for 23 swims, with 10 finals (7 top 10 finishes) and 3 podium finishes. 2,404 swimmers raced in 11,866 swims at the meet. Rockingham finished 70th out of 332 Clubs and placed 8th in WA - substantial given our small Club.

Over the last 12 months our Club has been firmly placed on the WA map. In February 2023, we were promoted to A-Grade Division alongside WA's largest and most prestigious Clubs, with excellent depiction of the strong athletes in our community. This has been hugely down to the review and restructure of the coaching team, with the appointment of highly regarded Head Coach Ryan Spencer. Ryan was voted as a finalist in the National Age & Open Finalist Coaches category and was recognised as a National Medallist Coach at the Swimming WA Awards of Excellence, along with all 6 of our National's swimmers, and this year was selected as the WA State Relay Senior Coach at the Australian Championships on the Gold Coast.



Our open water swimmers also had a successful season with many podium finishes in the OWS ocean series. Two of our swimmers placed 15th and 18th at the Australian Open Water Swimming Championships held in Busselton in January.

Ryan is accredited to Australian National Standard, and has built a strong, committed and passionate team of coaches. Our coaching team has grown from 4 to 7 in a 12 month period, testament to the commitment we have to nurturing our talent within the Club. Recently we met with Swimming Australia's Technical Lead for WA, and have started planning for our National athletes to attend WAIS, who deliver the WA Swimming Australia High Performance Hub. The Hub is one of 8 High Performance Training Centres located around the country. This is an exciting future prospect for our Nationals team representing Rockingham, who will receive international level coaching and technical leadership in a high performance and competition environment.

In November 2022, our hugely successful long standing Athlete and multiple gold, silver and bronze medallist, Holly Barratt, took to the World stage for the final time in Berlin, Toronto and Indianapolis, finishing with a Silver in 50Fly in Berlin and a 4th place in Canada. Holly has now retired after a long standing career under Rockingham's blue and yellow cap, paving the way for new talent to follow in her footsteps. Among them, our high-performance swimmers Damian Badenhorst is presently honing his skills under the Western Australian Institute of Sport (WAIS). Damian has had remarkable results, which include finalist swims at the Australian National Championships.

Our junior swimmers have had a successful season, with 5 of our swimmers achieving 3 or more Gold medals at State Level, and winning Swimming WA League Champs in April 23. Our uniforms are a symbol of our team spirit, as we wear the blue, yellow and 'R with pride.

We value our Rockingham family - building good humans who also happen to be some of the best swimmer's in WA. Go Rocky!!!

GOALS 23/24

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The eagerly anticipated 2023/2024 swimming season is fast approaching, and Rockingham Swimming Club are aiming high.

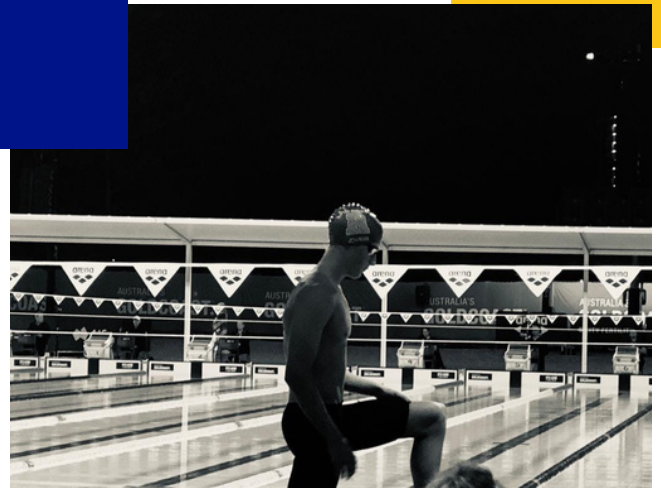
With the current determination and dedication of our swimmers, coaches and volunteers, and under the expert guidance of our Head Coach Ryan, we are already well on track to achieving our competition goals of increasing our State and National Qualifiers and performance, increasing membership numbers and continuing to make our club one that everyone wants to be a part of.

By April 2024, we aim to have between 12-15 swimmers qualify and compete in the *Australian National Championships*.

Current analysis of our high performance and potential "first time qualifiers" pre-season times, fitness and general wellbeing predicts we are ahead of schedule and well on our way to achieving these goals. This season, we also anticipate a 10-15% increase in State Qualifiers, all of which are aiming for podium finishes.

Aside from "in-the-pool" achievements, we are aiming at setting an excellent overall club standard by providing the very best environment for our swimmers, maintaining financial sustainability, and increasing membership and diversification of members of all squads (fitness and competitive). Our recently released "Vision 2028" maps out our short to medium term strategy of achieving success. Some of our short-term goals include obtaining gold status in the Swimming WA CX excellence program, making it more affordable for everyone to swim, and increasing our exposure and promotional activities to connect more with our community and provide value for sponsors.

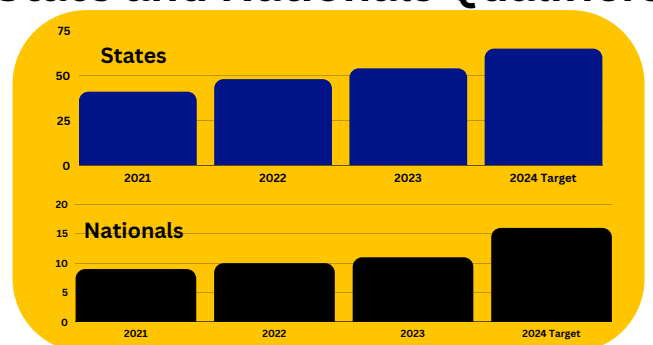
We are very excited about the year ahead and with the dedication and hard work of our coaching staff, volunteers, swimmers and the entire club community we will create an environment conducive to excellence!



Membership Growth



State and Nationals Qualifiers



YOUR BUSINESS SUPPORTS US AND WE SUPPORT YOU

BECOME A PARTNER WITH
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We aim to provide value to our sponsors by high exposure for brand awareness through our club nights, swim competitions and social events, our wide reaching and targeted social media and communication presence, and ongoing acknowledgement of our valued sponsors.

We believe this will allow you to generate more business through your brand's promotion to a wider, community-based audience.

THE FOCUS

Exposure
Deliver Value
Membership
Targeted Social Media
Generate more business
Promotion

What we can offer

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Kit Sponsor



Signage



Media Channels



Swimmer of the Month



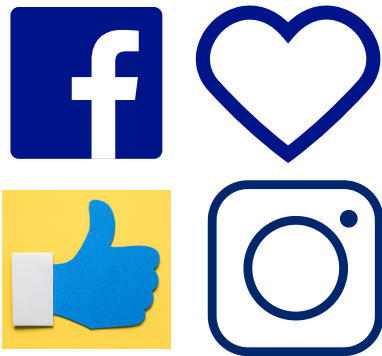
Events



Tell us how we can help

HOW?

BECOME A PARTNER WITH
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Social Media

- Quality *content*
- Large following 1.8K
- Large geographical outreach
- Relevant information



Club Support

- Club member engagement and involvement
- Support
- Friends and family



Website and Blog

- Dedicated sponsor page
- Modern website with fresh content
- Regular updates



Committee support

- Communication and support with our fundraising and sponsorship contact

Exposure examples

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Our Sponsors





Our Packages



Our Package offer	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$500	Community \$250
Signage					
1 x banner and 1 x sponsorship flag on our grounds (viewed at all club nights and comps)	X	X	X		
Exclusive company logo on club polo shirts for Nationals swimmers, drink bottles, caps and coach/management shirts for 2024	X				
Input and branding included in the A Division Club Premierships Theme March for the year	X				
Website and Socials					
Major Sponsor mention on website	X				
Regular posts uploaded weekly onto all our social media (FB, Insta) including the website, and links in the monthly newsletter. The major sponsor will get acknowledgement posts throughout the season.	X	X			
Acknowledgment with every media campaign and logo on all result posts	X				
Partner Sponsor mention on website	X	X	X	X	X
Link on club website and facebook page. Every sponsor will get an acknowledgement throughout the season	X	X	X	X	X
Newsletters					
Major sponsor logo, advertising and company website link on the club newsletter. The availability to have regular company articles within each newsletter for members in two locations within the newsletter.	X				
Partner sponsor logo, advertising & company website link in club newsletter.		X	X	X	X
Promotion material and events					
Distribution of your promotional materials at all club functions throughout the LC season and company supplied banner displayed. RSC acknowledges your company and contact person as the clubs MAJOR or partner sponsor. Promotional material provided by the sponsor should be beneficial to either our members directly and/or the club. This could be in the way of products, vouchers, discounts, membership benefits or monetary rewards directly back to the club.	X	X	X	X	
"Proud Sponsor" Merchandise, displaying your undivided support to the community					
Plaque to display at your business reception with "Proud supporter of the Rockingham Stingrays"	X	X			
Bumper sticker with "Proud supporter of the Rockingham Stingrays"	X	X	X	X	X