



BURLINGTON



Synchronized Swimming Club

**SPONSORSHIP
OPPORTUNITIES**

Who we are...



Burlington Synchronized Swimming Club (**BSSC**) is a volunteer run, non-profit club that engages in promoting, teaching, and fostering the sport of synchronized swimming. BSSC inspires athletes of all ages to learn and improve their skills and team sportsmanship. We provide a learning environment that encourages goal setting, a strong work ethic and pride in success. Our members gain a unique opportunity, that they might not otherwise have, to travel to cities across Canada to compete in recreational, provincial, and national level competitions.

BSSC has a long history in our community. We have been serving the youth of Southern Ontario for over 40 years. The club was founded under the name of Burlington Synchronettes in 1966, and has worked continuously to develop young women as athletes and community leaders.

BSSC is a registered club with Synchro Swim Ontario and Synchro Canada, the provincial and national sport governing bodies. Through these affiliations, our athletes are registered to compete provincially and nationally. The club's impressive track record includes continual top three placements in the province, and one or more teams qualifying each year for national championships. **BSSC** has been chosen to represent Canada twice, winning gold in 1995 in Glasgow, Scotland and silver in 1996 in Gothenburg, Sweden.

The objective of the club is to:

- Provide facilities and qualified staff for the development of fit, goal oriented, highly skilled synchronized swimmers with healthy self-esteem, through Age Group all the way to Masters levels;
- Encourage coaches to progress through the accredited levels of the Coaching Association of Canada, in conjunction with the guidelines of Synchro Swim Ontario and Synchro Canada, while fully developing the potential of the athletes;
- Display good sportsmanship and good leadership qualities;
- Encourage mature and experienced swimmers to take coaching and judging courses.

BSSC offers a wide range of programming beginning at 3 years of age and continuing through to masters level (18+). The club runs recreational and competitive programs for all ability levels.

Our accomplishments...



- BSSC is one of the largest synchronized swimming clubs in Ontario, drawing swimmers from Burlington and the surrounding communities of Dundas, Hamilton, Oakville and Waterdown
- BSSC has been chosen to represent Canada twice, winning gold in 1995 in Glasgow Scotland, and silver in 1996 in Gothenburg, Sweden
- In 2005, BSSC was the recipient of the Ontario Club Aggregate Trophy
- At the 2005 Espoir Nationals, the Tier 6 Select Team won gold, in 2006 they captured bronze and in 2008, they were silver medallists
- BSSC alumni have represented the province and country at various elite competitions. At the 2008 FINA Masters World Championship: Michelle Dalgleish, Carla Dilello, Charlotte Peer, Melynda Saunders and Christa Schnarr. At the 1999 and 2007 Canada Winter Games representing Ontario: Cate Ahrens and Stephanie Saunders. At the Junior National level: Cate Ahrens - 1997, 1998 American Cup. At the Senior National level: Isabelle Rampling - 2007 World Championships, 2008 Olympic Games.
- In May 2007, BSSC hired Jennifer Scott as Head Coach. Jennifer's commitment to the promotion of education, physical fitness, and health is demonstrated through both her professional career as a teacher and long time association with synchronized swimming. Jennifer was named Coach of the Year at the Ontario Tier Championships in June 2007



Partner with us and promote your business...

Some of the benefits of your sponsorship role with us:

- Associate with Canada's most successful amateur sport;
- Reach hundreds of potential customers through advertising and promotions at BSSC-hosted competitions and events
- Gain access to BSSC membership through mailings, club e-blasts, event displays, the BSSC website, etc.
- Reach niche target markets of young and adult women
- Partner with a sport that provides opportunities for all participants: athletes, coaches, officials and volunteers
- Maximize your investment with a sport that runs 12 months a year
- Promote your business on the BSSC website at: www.burlingtonsynchro.com
- Partner with an organization that provides a range of programming from participants in their first synchro class, to athletes striving to make the National Team
- Be part of BSSC's development of future stars!

Some of the financial needs of BSSC that your sponsorship will help support:

- *Equipment* – Certified underwater speakers and professional sound systems for practices and when traveling to other pools
- *Training* – To stay competitive BSSC requires our coaches to attend courses and upgrade their skills continually to the highest level possible
- *Facilities* – Synchronized swimming requires training in all-deep pools which have high rental fees. Swimmers benefit from dry land training opportunities in dance studios and other off site facilities
- *Travel* – National teams are required to travel outside of Ontario multiple times each season
- *Additional Programs* – BSSC would like to expand its range of recreational and competitive programs
- *Uniforms* – Custom-made swim suits and track suits are purchased each year

BSSC programs and services...

Partner with a sport that provides opportunities for all participants including competitive and recreational athletes of all ages, coaches and volunteers.

BSSC SERVICES

ATHLETE SERVICES

- BSSC athletes are registered with Synchro Swim Ontario as well as in various competitions and events provincially and nationally
- BSSC athletes are given the chance to attend athlete development programs and workshops
- BSSC athletes are given access to BSSC, Synchro Swim Ontario and Synchro Canada information and opportunities

COACHING SERVICES

- BSSC coaches are certified through the National Canadian Coaching Program (NCCP)
- BSSC coaches are registered with Synchro Swim Ontario as well as in competitions and events
- BSSC coaches are given access to Synchro Swim Ontario and Synchro Canada information and professional development opportunities

MEMBERSHIP SERVICES

- BSSC continually strives to recruit new members
- BSSC hosts regular information meetings for all members
- BSSC produces support materials to maintain club policies
- All athlete results and events are archived

COMMUNICATION & MARKETING SERVICES

- BSSC promotes synchronized swimming in the community at all levels through various events and demonstrations
- BSSC frequently updates its website:
 - www.burlingtonsynchro.com
- BSSC engages in social media sites including Facebook and Twitter to update members and sponsors:
 - [www.twitter.com/BurlingtonSynch](https://twitter.com/BurlingtonSynch)
 - www.facebook.com/BurlingtonSynchro
- Members are frequently emailed news releases and event information from the coaches, Synchro Swim Ontario and Synchro Canada
- BSSC produces and distributes promotional material for competitive and recreational events in order to gain interest in the club and the sport.

BSSC PROGRAMS

COMPETITIVE PROGRAM

- Athletes compete in national and provincial level competitions
- Athletes are coached by NCCP certified Level 1, 2, and 3 coaches
- Athletes compete at the following events:
 - Lisa Alexander Meet (December)
 - Provincial Trials (January)
 - Provincial Championships (February)
 - Eastern Divisionals (March)
 - West Regional Championships (April)
 - Masters Provincial Championship (April)
 - Canadian Open Championship (April)
 - Age Group Championship (May)
 - Espoir Championship (June)
 - Masters National Championship (June)
 - 12 & Under Trillium Championship (June)
- Athletes attend provincial development workshops and participate in demonstrations and watershows

RECREATIONAL PROGRAM

- BSSC offers Synchro Canada's Star and Synchro Ontario's Swim Synchro recreational programs where athletes earn award pins at the end of each session
- BSSC recreational programs are offered daily at four facilities throughout Burlington
- Athletes are instructed by certified instructors and coaches
- Athletes participate in club demonstrations, watershows and provincially run recreational events
- BSSC also offers synchro summer camps



BSSC Sponsorship Levels and Benefits

2010-11 Season

| Levels and Benefits to Sponsors ¹ | Bronze \$100 | Silver \$250 | Gold \$500 | Platinum \$1,000 | Diamond \$2,000 |
|---|-----------------|-----------------|---------------|---------------------|--------------------------|
| 1. BSSC Team Primary Sponsorship Designation | | | | | |
| Naming rights | | | | Provincial Teams | National Teams |
| Logo on track suits | | | | • | • |
| 2. BSSC Hosted Event Primary Sponsorship Designation | | | | | |
| Naming rights | | | | | • |
| Banner ² | | | | | • |
| 3. Advertising and Promotion at Events³ | | | | | |
| Ad space in program(s) | Business card | 1/4 page ad | 1/2 page ad | Full page ad | Full page ad |
| Sponsor signage | | Logo | Logo | Logo | Feature including banner |
| Sponsor name announced | | • | • | • | • |
| Distribution of ads, flyers etc. | • | • | • | • | • |
| 4. Communication | | | | | |
| Sponsor logo on BSSC website | Name listed | Logo | Logo | Logo and link | Logo and link |
| News releases | | • | • | • | • |
| Acknowledgement in program(s) | • | • | • | • | • |
| Club mailing / e-blast(s) | | (1) One | (1) One | (2) Two | (2) Two |
| BSSC plaque for display at sponsor premises | | | • | • | • |
| Limited permission to use BSSC logo | • | • | • | • | • |
| 5. Invitations to Special Events | | | | | |
| Annual general meeting | | | | • | • |
| Competitions | | • | • | • | • |
| Club events ⁴ | | | | • | • |

Advertising in Event Programs 2010-11 Season

| | Business Card | 1/4 Page Ad | 1/2 Page Ad | Full Page Ad |
|--|---------------|-------------|-------------|--------------|
| Businesses and organizations may purchase advertising space in programs for all BSSC hosted events | \$100 | \$150 | \$250 | \$400 |

¹ Sponsors may choose either BSSC naming rights (1) or title sponsorship for BSSC hosted events (2).

² All banners to be supplied by the sponsor.

³ Product sponsors will be acknowledged only at BSSC hosted events where products are in use or available; product tables and signage only where applicable.

⁴ Including invitation to BSSC Holiday Celebration and end of year barbeque.

BSSC Product Sponsorship Levels and Benefits⁵

Product sponsorships are the perfect way to increase your company's name recognition. Possible sponsorship opportunities include:

- Sport products (e.g. bathing caps, towels, reusable water bottles)
- Product samples (e.g. snacks, hair products)
- Food/beverage items for special events (e.g. water, coffee)
- Draw prizes for events
- Marketing and promotional material or assistance
- Legal services

| Levels and Benefits to Sponsors | Product Sponsor Value of \$100 - \$249 | Product Sponsor Value of \$250 - \$500 | Product Sponsor Value of \$500 or more |
|---|--|--|--|
| 1. Advertising and Promotion | | | |
| Ad space in program(s) | Business Card | 1/4 page ad | 1/2 page ad |
| Sponsor signage | Product table and signage (where applicable) | Product table and signage (where applicable) | Product table and signage (where applicable) |
| Sponsor name announced at event | | • | • |
| Distribution of ads, flyers, etc. | • | • | • |
| 2. Communication | | | |
| Sponsor logo on BSSC website | Name listed | Logo | Logo and link |
| News release | | • | • |
| Acknowledgement in program(s) | • | • | • |
| Club mailing / e-blast(s) | | (1) One | (2) Two |
| BSSC plaque for display at sponsor premises | | | • |
| Limited permission to use BSSC logo | • | • | • |
| 3. Invitations to Special Events | | | |
| Competitions | | • | • |

⁵ All product sponsorships are subject to approval by the BSSC Executive



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WWW.BURLINGTONSYNCHRO.COM

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