

# SMS

## SPONSORSHIP OPPORTUNITIES

Seven Mile Swimmers (“SMS”), recognised by the Cayman Islands Aquatic Sports Association (“CIASA”) in August 2015, is a non-profit organisation operating under the auspices of Swimming For Cayman and based at the Lions Pool of Grand Cayman. It is an organisation dedicated to helping its members achieve personal milestones in, and derive enjoyment from, the sport of swimming, while at the same time teaching its members the benefits of dedication, resilience, and support for one’s team-mates. The Club currently has over 75 swimmers aged 8 to 18 who swim in a level appropriate to both their age and standard.

Head Coach Darren Mew, two-time Olympic finalist and former world number two, has held Commonwealth, British and English records, including the fourth fastest 100m breaststroke time in history. Darren has called Grand Cayman home since 2011 and enjoys working with children of all ages, backgrounds and abilities. His common-sense approach to coaching keeps things light and fun and creates the perfect environment in which to turn good swimmers into great athletes. Darren is supported by Andrea Ho and Jane Logan, both very qualified and experienced coaches. The Club is governed by a Board of Directors made up of parents and other volunteers from the local community.

Swimming at SMS requires commitment and passion. The swimmers train hard to achieve personal bests and to compete at a high level. Not only are they strong performers in the pool, they are also excellent role models in the community and ambassadors for their club and country.

As an NPO, the Club strives to maintain membership fees at a manageable level for everyone and it is therefore incumbent on the Board of Directors and volunteer committees to fundraise and seek out strategic partners to help secure the funding we need to continue the incredible successes of the last seven years.

We are delighted to offer our broadest ever collection of sponsorship opportunities below, and ask that you review them in conjunction with the accompanying “SMS Achievements” document. We would love you to join us in providing much-needed investment towards the future of the Club and the welfare of all of its members. Please let us know if we can assist you in any way to determine whether and at what level your organisation would be willing to join us on this exciting journey of growth, accomplishments and international representation.

# PLATINUM PARTNER – CI\$ TO BE DISCUSSED

SMS would like to identify a Platinum Partner to invest in a long-term headline sponsorship opportunity and to be a brand to accompany the Club's up-and-coming stars on their journey through Caribbean championships and into the spotlight of international competition. This is an opportunity to associate your business year after year with some of the most exciting names in Cayman Islands swimming as they grow in local stature and international acclaim.

We are looking for a Partner willing to provide investment at the level needed to elevate our best athletes to their full potential. Ideally, this Partner would commit to SMS for a minimum of 5 years, and would be the Club's title sponsor for all promotions, activities, and events. This Partner would be viewed as a community sponsor of swimming and would be instrumental in carving out the paths of individual swimmers as well as providing the resources for the Club to excel and push the boundaries. If you are interested in hearing more about this unique opportunity, we would ask you to contact us directly for a meeting.

## The Platinum Partner package includes:

- **Five-year sponsorship package of SMS**
- **Logo placement on SMS tracksuit, t-shirt, cap and towel**
- **Logo and link placement on SMS website and social media, SMS emails and correspondence**
- **Mention on all press articles for competition, medal placements and community contributions**
- **Appearances at all SMS events for promotional purposes**
- **Attend swim meets, prize-givings and other special member events**
- **Display corporate banners, merchandise, etc at all SMS events, including Team Building Days**
- **Additional requests may be considered, including the opportunity to arrange work placements or internships with our more senior swimmers**



## **GOLD SPONSORSHIP CI\$10,000 PER YEAR**

- Logo placement on SMS t-shirt and cap
- Logo placement on SMS website and Facebook page
- Three appearances at SMS events for promotional purposes
- Attend swim meets, prize-givings and other special member events
- Display corporate banners, merchandise etc at three SMS events, including Team Building Days

## **SILVER SPONSORSHIP CI\$5,000 PER YEAR**

- Logo placement on SMS t-shirt and towel
- Logo placement on SMS website and Facebook page
- Appearance at one SMS event for promotional purposes
- Attend swim meets, prize-givings and other special member events
- Display corporate banners, merchandise, etc at one SMS event, including Team Building Days.

## **BRONZE SPONSORSHIP CI\$1,000 TO CI\$5,000**

- Investment in quality SMS water bottles and land training equipment
- New SMS kickboards that we share with the government swim programme
- Sponsorship of our off island travel kit (including logo placement)
- Provision of food/snacks/drinks at our social events
- Customised sponsorship arrangements – we are open to suggestions!





# CAYMANIAN SWIMMER SCHOLARSHIP CI\$2,500 PER YEAR

This will pay for full time training, meet fees, kit and travel for one Caymanian swimmer. The child will have to meet minimum team standards, attend a meeting with Coach Darren and an interview with members of the SMS Board. Your business may help identify swimmers for nomination but the final decision for all such awards will belong to Coach Darren.

Our aim is to provide our sponsors with the maximum exposure we can while training, competing and excelling in the community. We want you to be proud of your association with us and we are open to any suggestions potential sponsors might have in order to establish a substantial and mutually beneficial relationship.

