

JSWIM CHARLOTTE

In 2015, Just Swim Charlotte (JSC) plans to introduce league sponsors for the first time. The league is growing and by partnering with area businesses, we can continue to bring an exceptional experience to league families.

The following is a summary of the league pools and projected participation in league meets:

- 2015 ... 350 families from up to seven (7) different neighborhoods

There are 3 commitment levels:

Level 1

- Logo position on display
- Logo position on Just Swim Charlotte league website
- * one-season term

Level 2

- Logo position on display
- Logo position on Just Swim Charlotte league website
- Logo position in footer on Meet Program
- * limited to one sponsor
- ** one-season term

Level 3

- Logo position on display
- Logo position on Just Swim Charlotte league website
- Logo position in footer on Meet Program
- Logo position in footer on Meet Results
- * limited to one sponsor
- * two-season term

Each member team has 5 league meets – some are dual (2 teams) meets, some are tri (3 teams) meets and all of the teams participate in the last meet of the season. The website is used as a one-stop shop throughout the season for: directions to member pools and downloading meet programs/results. In 2015, the website will enjoy its first full season of traffic.

Naturally, every swimmer does not participate in every meet due to vacations, illness, schedule conflicts, etc. – if 70% of children participate in a given meet, and an average of two adults attend with a swimmer ... a sponsor is capturing visibility from 490 adults for each of the 5 groups of meets. Accumulated over 5 league meets per team = 2,450 adults. Promotions can also be run in-conjunction-with a sponsorship and the league will make all applicable announcements for promotions.

2015

(The logos as-shown are for illustration only and do not represent any businesses who have committed to a sponsorship)

Website



Meet program

Meet results

Display



2016

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Website



Meet program

Meet results

Display (front)



Display (back)

