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# KUHSC SPONSORSHIP PACK 2024

**Kingston upon Hull Swimming Club**

*Coaching Champions since 1997*

**Are you ready to fuel our success?  
Become a Sponsor of Champions!**





# CONTENTS

01. KUHSC Club Overview

02. Club Exposure

03. Key Club Information

04. Swimmers Hall of Fame

06. Why Sponsor KUHSC?

08. Sponsorship Packages

14. Marketing Examples

15. Contact Information

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## KUHSC CLUB OVERVIEW

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Founded in 1997, Kingston Upon Hull Swimming Club is a friendly yet competitive swimming club catering for swimmers of all ages and abilities in the Hull and Yorkshire region. The Club was formed through the amalgamation of City of Hull Swimming Club and Hull Olympic Swimming Club.

As a Swim Mark Club we offer a training programme that enables swimmers to progress from beginner level, through the Swim England's Learn to Swim Framework Stages 1-7, on to National Champion level via our squad pathway.

Kingston upon Hull Swimming Club helps our members develop swimming skills, advance swimming techniques, prepare for competition and personally excel at all levels of swimming. The Club's aim is to create well rounded young athletes through a stimulating, challenging and competitive swimming environment.

Championed by dedicated coaches and a huge group of volunteers all of whom are DBS cleared, our swimmers are supported to reach their individual potential. Kingston upon Hull Swimming Club swimmers range in age from 5 to 87 years across our Development, Performance and Masters squads.

# CLUB EXPOSURE

Kingston upon Hull Swimming Club boasts a membership of over 400 individuals, with more than 250 actively participating in local and regional galas which include prestigious National & International Swimming Meets.

Notable events for marketing exposure include: -

- **Club Championships** open to all squads and held 8 times per year
- Bi-annual **KUHSC Open Meets** which attract entries from Clubs around the UK
- Bi-annual **Yorkshire Swimming Association Championships**, where over 100 KUHSC swimmers compete in Leeds and Sheffield. These gatherings draw Clubs from across Yorkshire and the Humber region
- The **North East Regional Championships**, attended by high-achieving swimmers in the North of England and featuring Clubs from Yorkshire and the Humber, Northumberland and Durham
- Our most talented swimmers participate at the **British Nationals** and **British Championships**. These events hosted in Sheffield at the Ponds Forge International Centre, the London Olympics Aquatic Centre and in Aberdeen, attract the top swimmers from across the UK.
- Selected swimmers compete **internationally** and our Masters swimmers regularly compete on both the **national** and **international** circuit.



*KUHSC Yorkshire Championship's Champions and Medallists*



## KEY CLUB INFO

- Kingston upon Hull Swimming Club currently has 250 members training in local pools across the City every week night and many mornings for 52 weeks of the year
- The Club welcomes swimmers from 5 years old and guides them on their swim journey through to our Masters squad - covering age 17+ to 100!
- At the higher end of the Club, members are competing at leading events all over the UK as well as at international level
- Kingston upon Hull Swimming Club offers opportunities for Aquatics Abilities, Water Polo, Masters, Para and Speed Swimming
- Club membership numbers are increasing each and every month
- Our Club excels at all levels, and is proud to be coaching swimmers who currently are ranked #1 in Britain across various events

# KUHSC HALL OF FAME

A small selection of **past and present** Superstars!



## Kate Hardcastle

Commonwealth Silver Medallist - 4 x 200m Freestyle Relay Melbourne 2006 and European Junior Medallist Glasgow 2003 - 4 x 200m and 4 x 100m Freestyle Relays along with 4 x 100m Medley Relay.



## Paul Callis

Double World Cup medallist, British Championships medallist, multiple Grand Prix Champion and medallist, Olympic Trial finalist European Masters Champion, multiple European Masters medallist and multiple British Masters Champion and record holder



# KUHSC HALL OF FAME



## Libby Munday

English Schools Swimming Association Medallist, Winter Nationals Finalist and 50m Backstroke Yorkshire Champion 2024. Libby is part of the Club's Elite Performance Squad



## Rio Daodu

Junior Finalist at the 2024 British Swimming Championships Olympic Trials. British National Champion. Yorkshire and Regional County Champion Record holder. English Schools Swimming Association Record Holder.



## Oscar Focht

Since 2022, Oscar has won 31 titles at the Yorkshire Championships and 12 silver and 3 bronze medals. He has won 9 titles at the North East Regional Championship and 3 silvers and 1 bronze.



## Henry Callis

Following in his father's streamline, and a British ranked #1 swimmer at the age of 9 - Henry is 6 x Yorkshire Champion in the 9 and under category and has qualified for this year's English Schools Swimming Association finals at Ponds Forge.

# WHY SPONSOR US?

Whilst Kingston upon Hull Swimming Club is going from strength to strength to help our amazingly talented swimmers achieve their ambitions, we really need your support!

We are a volunteer led Sports Club and all swimming fees are re-invested into the Club to provide coaching development, competition software, promotional material, the cost of pool hire, training equipment and trophies/medals. We provide all of this, yet our full-time Head Coach is the only paid member of the Club. We aim to keep our membership costs and fees as low as possible so that the Club is accessible to all those who would like to join, allowing us to encourage wider participation from within our local community.

By sponsoring our Club, not only are you helping the development of local young people but you or your business can increase the awareness of your brand on a local, regional, national and international level.



This emotion-driven branding focusses on eliciting powerful emotions from members and supporters and influencing them by creating a lasting bond between the brand and its target audience.

In the context of Sports sponsorship, this approach goes beyond mere logo placements and advertisements; it aims to tap into the passion, excitement, and shared experiences that swimming evokes amongst its followers. By aligning your brand's identity with the emotional aspects of our sport, sponsors can create a more authentic and powerful connection with your target audience. The emotions spectators experience while watching the swimmers can greatly enhance their perception of associated brands. In our spectator galleries, as fans cheer along the swimmers, a collective emotional energy emerges. Spectators watching a swimmer's skill and triumph in turn feel inspiration, excitement and pride; associating those emotions not only with the athlete but also with the brands that their Club promotes.

As together we strive for excellence in competition and community engagement, your partnership with us will not only enhance your brand's visibility but also contribute to the development of aspiring swimmers and the success of our events.

We invite you to be a part of our journey and explore how a tailored sponsorship with KUHSC can mutually benefit your business and our vibrant and ever growing Swimming Club.

To chat further about Sponsorship opportunities please call us on 07957 806570 or email [sponsor@kuhsc.co.uk](mailto:sponsor@kuhsc.co.uk) and let's create a powerful and enduring partnership together.



# SPONSORSHIP PACKAGES

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## DIVE PACKAGE £500

### WEB SPONSOR

An affordable way to promote your Company brand and offer invaluable assistance to our Swimming Club...

- Your Company logo featured on our Club Supporters webpage with a direct link to your company website
- A photographic News Feature on our Club home page featuring a member of your team alongside a KUHSC swimmer welcoming you as a 'Club Supporter'
- Quarterly social media exposure via Twitter, Instagram and Facebook thanking all of our Club Supporters for their continued commitment and support to the Club
- A special 'thank you' in our Annual Awards Ceremony Programme including your company logo and website link

Your invaluable support will help our Club thrive on a day-by-day basis and provide us with real opportunity for growth!

## SWIM FAN £ UNLIMITED

### PRIVATE DONATION

This is a route for families or individuals who have a link to Kingston upon Hull Swimming Club and wish to donate. This is a great way to give back to the Club.

Donations to the Kingston upon Hull Swimming Club can be made by scanning here...



## MEDAL PACKAGE FROM £3,000

### EXCLUSIVE EVENT MEDAL SPONSOR

This Sponsorship package gives you the exciting opportunity to become the **Exclusive Medal Sponsor** for a Kingston upon Hull Swimming Club Championship or Open Meet event; promoting your company logo on each medal lanyard presented at the meet.

This level of exposure could see your company logo printed on over 5000 medals - awarded at events all around the North of England including eight Club Championships and four Open Meets - depending on how many events you'd like to sponsor!

This package includes: -

- Your Company logo printed on Kingston upon Hull Swimming Club medal lanyards at any one particular Club event
- Social Media Exposure - publicising your Company as the Exclusive Medal Sponsor for that event
- A photographic News Feature on our Club Homepage promoting your valuable support for the Club
- A special 'thank you' in our Annual Awards Ceremony Programme including your company logo and website link



## **GALA PACKAGE £5,000**

### **EXCLUSIVE CLUB CHAMPIONSHIP SPONSOR**

Our Club Championships take place at the £1.7m refurbished Ennerdale Leisure Centre in Hull on average eight times each year; attracting over 500 people to each event. These galas are open to all swimmers from our Club. The seating galleries within our home pool allow superb viewing for all spectators of both the start blocks and all the advertising areas at poolside.

This Sponsorship package gives you the exciting opportunity to become an **Exclusive Club Championship Sponsor** for as many of these galas as you choose to sponsor - be that one Championship event each year or all 8! Discounts are available to Companies choosing to sponsor 5 or more Club Championships.

What makes this Sponsorship package attractive to local companies is the repeat exposure of your brand during the event. This includes:

- ‘Exclusive Event Sponsor’ Floor Roller Banners to be placed at the Entrance Desk, Raffle Zone and Poolside for everyone to clearly see your Company’s role as the Championship Sponsor
- Your Company logo printed on all medal lanyards
- Special announcements during the Club Championship advertising you as the Event Sponsor
- Your Company Logo to be displayed on all Start Blocks
- Your Company Logo to be featured on the online Live Results Feed webpage; accessed by all spectators and other interested parties
- Your Company to be the advertised donor of the Premium Raffle Prize
- Social Media Exposure - publicising your Company as the Exclusive Event Sponsor
- A photographic News Feature on our Club Homepage showing a KUHSC swimmer standing in front of your Company branded roller banner; promoting your incredible support for the event
- A special ‘thank you’ in our Annual Awards Ceremony Programme including your company logo and website link

# **SUPERSTAR PACKAGE £5,000**

## **EXCLUSIVE AWARDS CEREMONY SPONSOR**

***Let your brand dazzle as the Exclusive Sponsor of the KUHSC Annual Awards Ceremony***

This is the highlight of the year for all our Club members. The opportunity to enjoy an evening of celebration together, and to mark all that the Club and its members have achieved throughout the year. It is here that we celebrate the real success stories and present the stand-out swimmers from the season with the recognition that they deserve. This is an opportunity for kit bags and goggles to be left in the changing rooms and to enjoy a night for all members to celebrate and shine!

To be the exclusive Awards Ceremony Sponsor for this special and memorable occasion offers your Company an evening of great brand promotion to include: -

- Event Invitations to include your Company logo, website and title of 'Official Awards Ceremony Sponsor' circulated to all members, their families and friends
- Branded 'Official Awards Ceremony Sponsor' Floor Roller Banners to be placed at the Event Entrance Bar Area and Presentation Stage to spotlight your company's profile
- The KUHSC Awards Ceremony Programme of Events to feature your Company name, logo and website link
- A company branded Promotional item to be available for all swimmers; extending your brand's exposure to the wider community
- All event decoration to promote your Company
- Your Company to be the advertised donor of the main Awards Ceremony Raffle Prize
- All medal lanyards and trophies to promote your Company logo
- Social Media Exposure - publicising your Company as the Exclusive Event Sponsor. There will also be a dedicated page on our website advertising the event which will display your company logo and a direct link to your website
- A photographic feature on our Club homepage showing photographs of KUHSC swimmers being presented with your Company branded trophies



## **FREESTYLE PACKAGE £7,500**

### **EXCLUSIVE 'OPEN MEET' SPONSOR**

Our prestigious 'Open Meet' events are held quarterly and attract over 1000 people to each event. They are open to swimmers from any UK Swimming Club and historically have been sell out events. For the future, they will take place at the John Charles Centre in Leeds and the Ponds Forge International Centre in Sheffield; two of the premier venues in the North of England. These competitions offer swimmers the opportunity to obtain qualifying times for upcoming regional and national meets, hence their popularity.

This Sponsorship Plan gives you the exciting opportunity to become an Exclusive Open Meet Sponsor for one or both of these high exposure Level 3 competition events! A discount is available to any company wishing to sponsor more than one Open Meet.

What makes this Sponsorship plan attractive to companies is the exposure of your brand during the event which can be seen by thousands of people. This package includes all the benefits of the Gala Package plus: -

- Club Website - in addition to the Gala Package exposure, there will also be a dedicated page on our website detailing all the relevant information about the event - for all participating Swimming Clubs to refer to. This will prominently display your company logo at the top of the page with a direct link to your website
- A special 'thank you' in our Annual Awards Ceremony Programme including your company logo and website link



# **CHAMPION PACKAGE £20,000**

## **MAIN CLUB SPONSOR**

***Unleash the power of your brand: Be our Exclusive Main Club Sponsor!***

Join Kingston upon Hull Swimming Club on our exciting journey and support the Club as our MAIN CLUB SPONSOR! This is our most prestigious annual Sponsorship package and is only available to one Company at any one time!

The Champion Sponsorship Package offers your Company the most extensive brand exposure in the City and allows our Club and all of our swimmers the opportunity to excel at the very top level of the sport.

*Exclusive benefits include: -*

- Your Company logo featured on Kingston upon Hull Swimming Club products available for members to purchase via the online Club Kit Shop
- Your Company logo emblazoned on the side of KUHSC Swimming Caps and across the back of all Coach / Officials and Elite Squad Club T-Shirts
- Your Company logo and title of ‘Main Club Sponsor’ featured on the Council’s Digital Advertising boards around the City in all of the Club’s Swimming pool locations. Average monthly viewing statistics show each individual board is viewed by over 10,000 members of the public each month
- An official Press Release within local media platforms advertising your Company becoming the official Main Club Sponsor of Kingston upon Hull Swimming Club
- A photographic News Feature on our Club home page featuring a KUHSC swimmer and a member of your team/company branding – welcoming you as the official Main Club Sponsor; wearing your company branded KUHSC Club kit
- Local, Regional and National Level exposure at all events attended by KUHSC swimmers from Club Galas, through Open Meets to Regional and National Championships with a potential audience of thousands
- Your Company logo featured on each page of our Club website with a direct link to your company website. A full page within our website promoting you as our Main Club Sponsor and detailing all the ways in which your support has helped the Club
- Dedicated monthly social media exposure
- An invitation to attend our Annual Presentation Ceremony and present the Club’s ‘Swimmer of the Year’ with a trophy in your name



# MARKETING EXAMPLES



A screenshot of the Kingston Upon Hull Swimming Club (KUHSC) website. It features a blue header with the club's logo and the text 'KUHSC COACHING CHAMPIONS SINCE 1997'. Below the header is a photo of a swimmer in action. The footer includes a 'MEET OUR SUPPORTERS' section and a 'Sponsorships' section.



Logos for Hull Culture &amp; Leisure, Liv It Hull Fitness, and Foster for Hull. The page also includes a 'MEET OUR SUPPORTERS' section and a 'Sponsorships' section.



Home Pool: Ennerdale Leisure Centre, Sutton Road, Hull, HU7 6EA

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