

Sponsorship and benefactor pack

2025

Positioning Statement:

Royston Swimming Club (RSC) is a local grass roots club which has been a cornerstone of the community for over 120 years, providing opportunities for children aged 8 and over to train, develop and swim competitively across Hertfordshire and the East Region.

The club is funded predominantly by parents/carers of the swimmers with the majority of costs associated with running the club being pool hire and coach fees for training. In addition parents must provide kit and pay race fees and additional coach fees for competitions on a regular basis. With all of these costs rising rapidly, we must secure further funding to support the continued running of the club, opportunities for our swimmers and to ensure affordability for parents.

We are a relatively small club compared to other clubs within the region with a membership of around 90. Over the past 10 years RSC swimmers have competed successfully at County and Regional levels and therefore the club has developed a good reputation for developing young swimmers in a friendly and competitive environment.

The club caters for a wide range of abilities and ages ranging from 8-18 years old. The club additionally has a small but growing competitive masters squad for those aged over 18. RSC competes in the Herts Development League and is currently in Division 1 (majors) and Division 2 (peanuts). As a small club, RSC has established a collaborative relationship with City of Cambridge Swimming Club (CoCSC) to enable us to offer a competitive pathway for athletes with the talent and aspiration to compete at the top levels.

Swimming is England's most popular participation sport with 2.9 million people swimming every week. The recent closure of Buntingford and Melbourn Swimming pools highlights the challenges faced by swimming pools and leisure centres due to growing energy and maintenance costs and the cost of living. With RSC being the only competitive swimming club in our area, we are exploring how to best continue supporting the Leisure Centre, our club and the parents of our swimmers.

Our Swimming club has:

- Current membership of ~90 swimmers, plus ~20 volunteers and 6 coaches
- Club Swimmers competing in a minimum of 6 league competitions and 10-15 external competitions per year (including open meets, counties, regionals and open water).
- A number of performance athletes with ~20 swimmers qualifying for counties each year and ~5 at regional level
- An active link with City of Cambridge Swimming Club enabling us to attend multiple galas hosted by them throughout the year and for high performing swimmers to have dual club recognition and training on a weekly basis. This provides further regular exposure of our swimmers and club to a further 500+ swimmers, coaches and parents.
- Links to the local swim school also based in the Leisure Centre, with which we share some swimming teachers/coaches and have an active push through of developing swimmers into the club. This increases our reach to another potential 500+ swimmers and parents in the local community in terms of visibility and overlap with the club.

We ask that you consider investing in Royston Swimming Club either as a sponsor or as a benefactor (i.e. direct donation) through the opportunities outlined in this proposal. You would not only be investing in the exposure to your company but your support will enable more young athletes to access high-quality coaching and additional opportunities, fostering a

Benefits:

Team and External Competitions

- 5 competitive squads, plus fitness (all ages) and masters (age 18+)
- Club swimmers compete in a minimum of 6 league competitions and 10-15 open/external competitions per year (including open meets, counties, regionals and open water).
 - League competitions (Peanuts and Majors) typically take place in galas of up to 8 team from the region, with around ~20-25 teams competing within the league as a whole.
- Access to an audience of 400-500 per external/ open meet, including 300 spectators and 200 competitors, coaches and officials. **Total exposure across competitions is estimated at 26,500 across the year.**
- Potential for advertising through kit sponsorship for swimmers and coaches in our local North Herts area, plus further afield to the rest of Hertfordshire, Cambridgeshire and across the East region
- Social Media promotion during events

Workshops/ Camps

- Workshops and camps further increase exposure for potential sponsors within the swimming community and beyond via attendance and travel to events
 - Swimmers and coaches are selected to attend county and regional level camps for their personal development where they train closely alongside other teams from Hertfordshire and the East.
 - Swimmers can choose to attend workshops such as the Adam Peaty Race Clinics and Swim with the Stars where they represent RSC alongside swimmers and clubs across the country.
 - Coaches continue to develop skillsets through courses such as first aid/ mental health/ nutrition to name a few, further increasing their network with coaches and experts across the region.

Publicity

- Private Facebook group including ~100 engaged parents/ carers from the local area creating a tight-knit community that values and supports our swim team; public Facebook page with >400 followers, extends our reach further, attracting attention from local businesses, swim clubs across Cambridgeshire/ Hertfordshire, key figures such as the Mayor of Royston and high profile coaches and sport leaders, as well as local authorities frequently sharing our posts; new instagram page managed daily to increase our out reach
- Dedicated website featuring direct links to partner websites, further promoting your business
- Bright green branding is highly noticeable and a key part of our club identity ensuring support is visible
- Large noticeboard in a high-footfall area inside the leisure centre for maximum exposure
- Attendance at local events (e.g May Fayre) where materials can be distributed to the wider community

Volunteer workforce

- Volunteer team of ~20 individuals, with committee and non-committee roles (e.g. gala secretary, membership

Sponsorship Rate Card

We have many different areas you or your organisation can sponsor our club. This rate card shows an overview of some of our annual investment opportunities and their potential investment price.

If any of these payment options do not fit your requirements or you would like to create a bespoke package, please contact us and we would be happy to discuss.

Key Contacts:

- Bernie Burch – Chairman. chair@roystonswimmingclub.co.uk
- Miriam Smith – Secretary. Secretary@roystonswimmingclub.co.uk
- Kirsty Wall – Treasurer. treasurer@roystonswimmingclub.co.uk
- Lucy Xia – Fundraising Officer. lucy@roystonswimmingclub.co.uk

Thank you for taking the time to read our Sponsorship Pack. We would welcome the opportunity to discuss our sponsorship proposals further and answer any questions you may have.

Please contact Lucy Xia and Bernie Burch to arrange this at your convenience