

# Sponsorship Proposal

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2025/2026 SEASON

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Camden Amateur Swimming Club

Since  
**1909**



# Who Are We?

Camden Swimming Club was founded in 1909, swimming out of the Nepean River. Like many things however, the club faded away during the years of the great depression in Australia. In 1964, the club reformed as Camden Amateur Swimming Club and moved into the newly constructed Camden War Memorial Pool, where it has held weekly race nights through the summer long course swimming season ever since. 2024 was the 60<sup>th</sup> anniversary of CASC in its current form. June 2025 marked another significant milestone for the club, with the commencement of our first ever winter short course swimming club season, out of the new Oran Park Leisure Centre. We are now an all year round club, able to offer our swimmers race experience through the long course and short course seasons.

We aim to foster a fun, positive team environment within an individual sport, where children and their families are supported and form part of the club membership. We aim to provide an opportunity for the development of racing skills, while allowing young children and adults to build friendships within a community spirit.

We are a non-for-profit organisation, meaning all money raised or provided by sponsors goes back to the swimmers, equipment or to the club itself to ensure we provide the best experiences for everyone involved.

Thanks to the generosity of some amazing volunteers, our race nights are official swim meets, giving our members the opportunity to achieve official times and qualification into external race meets. We are proud to have several high caliber swimmers within our club, who have developed their race skills through our club nights from a young age and through our valued club coaches.

Our Club Championship and summer season is run on Monday nights at Camden Pool from October to April. Winter club nights are held on Monday nights at Oran Park Leisure Centre from June to August. All club nights commence at 7pm. Our racing caters for those of all ages and abilities – everyone is welcome. We are proud of the environment we provide and the support our experienced swimmers provide to newcomers.

Come and say hello, grab a bite from our friendly BBQ team and see what Camden Swimming Club is all about.



# Our Pledge

With your commitment to our club, we will commit to you and your business.

We have an active membership base that is invested in the success of the club, with over 200 competitive swimmers and close to 300 club members. Our sponsors therefore can potentially see direct business from our members as well as indirect business from our advertising and the goodwill spread via word of mouth from our members.

As a modern sports club we also have a strong online presence. We have active Facebook and Instagram pages, including Swimmer of The Week awards sponsored by our partners. Our sponsors' brands will appear on all member email communication. Sponsors have been represented on training shirts in recent seasons, worn by our swimmers to training sessions, race meetings and community events. Swimming involves more intensive and regular training than most community sports, with our higher-level swimmers training up to 8 times per week. This put our sponsors out and about in the community daily, as well as additional signage at Monday club nights and various other events throughout the season. Sponsor branding of similar merchandise will be provided for the upcoming season, to be confirmed once sponsorship commitments are received.



# Where Does Sponsorship Money Go?

As a non-for-profit organization, all money donated by our sponsors is invested back into the club and primarily, its members.

While some of the money is used for club uniforms, signage and general presentation of the club brand, our aim is to attract enough sponsorship money to invest heavier into unique training clinics and opportunities for our members. We are also aware of evolution in technology, with an eye to upgrading and purchasing new equipment to improve our members experience on race nights.

Some of the sponsorship money raised over recent seasons has contributed to the following;

- Supply of club branded hoodies for all swimming members
- Supply of club and sponsor branded mesh equipment bags for all swimming members
- Supply of sponsor and club branded training shirts for all swimming members
- Supply of club branded swimming caps for all swimming members
- Hosting of specialised training clinics for our swimming members only
- Prize vouchers for our weekly recognised Swimmer of The Week at Summer club nights
- Uniforms for our National & State representative swimmers
- Payment of club coaches to attend Metropolitan, State, National and other high level swimming meets



# Our Packages

## ELITE Sponsorship [\$5,000]

- Named as Major Sponsor of the Club
- Named as sponsor of annual CASC carnival including use of business logo in event advertising
- Named as sponsor of any coaching clinics held throughout the season
- Major business logo on any branded merchandise
- Major business logo on front of race event table covers
- Major business logo on race event sponsorship display sign
- Display of logo and advertising on website and social media pages
- Sharing of business social media posts
- Rolling sponsorship and advertising through the season, for our Swimmer of The Week award
- Acknowledgement at club functions and race nights

## PLATINUM Sponsorship [\$4,000]

- Named as Platinum Sponsor of the Club
- Named as sponsor of annual CASC carnival including use of business logo in event advertising
- Named as sponsor of any coaching clinics held throughout the season
- Large business logo on any branded merchandise
- Large business logo on front of race event table covers
- Large business logo on race event sponsorship display sign
- Display of logo and advertising on website and social media pages
- Sharing of business social media posts
- Rolling sponsorship and advertising through the season, for our Swimmer of The Week award
- Acknowledgement at club functions and race nights

## DIAMOND Sponsorship [\$3,000]

- Named as Diamond Sponsor of the Club
- Named as sponsor of any coaching clinics held throughout the season
- Large business logo on all members training shirts
- Large business logo on front of race event table covers
- Large business logo on race event sponsorship display sign
- Display of logo and advertising on website and social media pages
- Rolling sponsorship and advertising through the season, for our Swimmer of The Week award (minimum 2 per season)
- Acknowledgement at club functions and race nights

## GOLD Sponsorship [\$2,000]

- Named as Gold Sponsor of the Club
- Business logo on all members training shirts
- Business logo on front of race event table covers
- Business logo on race event sponsorship display sign
- Display of logo and advertising on website and social media pages
- Rolling sponsorship and advertising through the season, for our Swimmer of The Week award (minimum 2 per season)
- Acknowledgement at club functions and race nights

## SILVER Sponsorship [\$1,000]

- Named as Silver Sponsor of the Club
- Business logo on all members training shirts
- Business logo on race event table covers
- Business logo on race event sponsorship display sign
- Display of logo and advertising on website and social media pages

- Rolling sponsorship and advertising through the season, for our Swimmer of The Week award (minimum 1 per season)
- Acknowledgement at club functions and race nights

## **BRONZE Sponsorship [\$500]**

- Named as Bronze Sponsor of the Club
- Small business logo on all members training shirts
- Small business logo on race event table covers
- Small business logo on race event sponsorship display sign
- Display of logo and advertising on website and social media pages
- Rolling sponsorship and advertising through the season, for our Swimmer of The Week award (minimum 1 per season)
- Acknowledgement at club functions and race nights



## SPECIAL THANKS TO OUR 2024 / 25 CLUB SPONSORS



# Agreement & Contact

We thank you in advance for taking the time to consider becoming one of our sponsors for the 2025/2026 season. We are grateful for your support of our club during the season and look forward to working with you.

Business Name: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Package: \_\_\_\_\_ Signed: \_\_\_\_\_

Please email all enquiries to Paul ([camdenascvicepresident@hotmail.com](mailto:camdenascvicepresident@hotmail.com)).  
Please include your business logo file in all available formats.

All submissions are due by **22<sup>nd</sup> August 2025**.

## Thank you.