

# BURNLEY BOBCATS

Sponsorship  
2019 - 2020

Bobcats aim it to continue to develop and grow into a sustainable and thriving all inclusive community swimming club



## Positioning Statement

### CLUB STATEMENT

Burnley Bobcats is a fully inclusive community swimming club. We are Swim England and Swim Mark Essential Club accredited with Disability Hub Club status. We aim to develop swimmers at every level from novice to national champion and beyond. With a proven swimming tuition and training programme, combined with flexible swimming development pathways, our qualified coaching team aims to support the development of all our swimmers whether they have non-competitive or competitive goals.

### CLUB VISION AND VALUES

Bobcats aims to continue to develop and grow into a sustainable and thriving all-inclusive community swimming club. Through maintaining our ethos of being swimmer centred, coach driven and parent supported we aim to increase participation and opportunity within swimming, whilst supporting the development and well-being of all our swimmers both in and out of the pool.

Swimming is England's most popular participation sport with 2.9 million people swimming every week. By investing into our swimming club your organisation would be supporting this number to grow and also investing in future elite swimmers.

Our Swimming club has:

- Current membership of 224 club members including 30 volunteers & coaches.
- Club Swimmers competing in a minimum of 5 internal Competitions and 20 external competitions per year
- Access to an average of 350 Spector's at each competition.
- We currently have 14 performance / elite level athletes which gained 92 medals at 20 competitions reaching County and Regional standard 2 Swimmers reached the British & English Nationals in 2019 competing in 8 events between them with one making a final and finishing 7th.
- Links to local swim schools and community swimming programmes reaching 350 swimmers and parents in the local community

We urge you to invest in this local swimming club through opportunities outlined in this proposal. Your return on investment will not only be seen in your bottom line, but also in the health and wellbeing of the local community and in the development of our future potential GB Swimmers & Olympians.

## A List of benefits

### Benefits

Our current membership offers your organisation an established market place in which to promote your company. Many of our members are young working families keen to invest in the future of their children through property, education and legal protection, which is an ideal market for you to expose your brand.

### Internal Competitions

You can have direct exposure through our 4 internal competitions per year by sponsoring the events. These internal competitions usually have around 300 participants entering and spectators bring in the form of parents, grandparents, aunts and uncles of around 500 none member spectators, and usually 100 member spectators. We advertise these meets on our website, through our texting service and Facebook page. We can attach your company logo to all communication, for entries and results as well dedicating a section of our programme to you company. There is the opportunity to have an entire programme dedicated solely to your company by becoming our principle sponsor.

### External Competitions

- We have been holding Galas for over 20 years but recently have launched a new external Gala aimed at swimmers looking to qualify to Regional Championships.
- All sponsors will have exposure at all events with principle sponsors given more exposure for their individual sponsorship. i.e. Friendly League, Micro League.
- Social Media promotion during events
- Catchment area of competitors

### Website

- Your sponsorship will be highlighted on the website with a link through to the website.
- We are active uses of Facebook/Instagram/Twitter with a growing number of followers.

### Competitive Teams

- We currently have 4 squads including County, Regional, National, Micro & Friendly League squad
- We entered 2 teams last year visiting 10 external venues
- Average number of spectators at each event was 150 with 500 being the maximum.
- We actively follow up our meets with the local press and publish on our website  
Follow up exposure after meets: Press releases, Regional Websites etc.
- Micro League is a junior league aimed at providing foundation competition to 9-12 year olds. This league is made up of 22 clubs across the North West.

### Volunteer Workforce

- We have around 50 volunteers with a core group of around 12 who are active daily.

## Key Contacts



### Coaches

Ian Spencer  
**Head Coach**

Craig Lord  
**Assistant Head Coach**

### Burnley Bobcats ADM - Elected Committee 2019

Andrew Clayton  
**Chair Person**

Marie Geoghegan  
**Vice Chair Person**

Scott Harrison  
**Treasurer**

Nicole Dewhurst  
**Secretary**

Cynthia Allan  
**New member contact / waiting list**

Alison Mackenzie  
**ASA Secretary**

Natalie Ashworth, Tammy Edwards &  
Nick Craig - **Competition Secretary**

**Team Manager (Micro League)**

Tammy Edwards  
**Team Manager (Friendly League)**

Phil Pilkington & Claire Varley  
**Welfare Officers**

Many Brown  
**Disability Liaison Officer**

Natalie Ashworth  
**Fundraising Co-ordinator**

Marie Geoghegan  
**Sponsorship Co-ordinator**

**ASA Rep**

Vacant  
**Swim 21 Co-ordinator**

## | Testimonials

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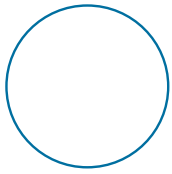
We have been a sponsor of Burnley Bobcats for the last twelve months... It has been one of the most worthwhile partnerships we've had in Lancashire.

- Ashley Seed - Head of Business Development - CMAC GROUP

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## | Pricing

### Event / Principle Sponsor - £3200



- Main Sponsor of the Regional Qualifier Gala with up to 500 swimmers, spectators & programme advertisement
- 500 championship programmes
- Link on website to your organisation
- Advertisement on the electronic timing board
- Logo on all coaches and swimmers kit
- Company advertised through social media; Facebook, Instagram and Twitter
- End of season awards sponsorship with paper feature

### Club Website - £1200



- Your logo on every page of our site
- Links directly through to your company site
- Company advertised through social media; Facebook, Instagram and Twitter
- Logo on print media

### Micro League Team - £1200



- Your logo on every page of our site
- Links directly through to your company site
- Company advertised through social media; Facebook, Instagram and Twitter
- Logo on print media

### Friendly League Team - £1200



- Logo on hats and t-shirts
- Team competes at 5 venues across the north west each year with 8 different clubs / spectator
- Micro Events & results advertised through Facebook, Instagram and Twitter

### Turn Flag Sponsor - £500



- Used at training 6 times a week
- Used at multiple internal galas
- Used at multiple open competitions
- Exposure to ALL spectators



#### Starting Blocks - £500

- Used at training 6 times a week, seen by
- Used at multiple internal galas
- Used at multiple open competitions
- Exposure to ALL spectators and swimmers

#### Sponsor a Swimmer - Parents - £20

- Dedicated page on Bobcats website with the name of the swimmer and associated company supporting that swimmer.
- Page in Regional Qualifier Programme

## Final Statement

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 07900902668 to arrange this at your convenience



ST PETER'S LEISURE CENTRE

Church Street, Burnley. BB11 2DL

[www.BurnleyBobcats.org.uk](http://www.BurnleyBobcats.org.uk)

PADIHAM LEISURE CENTRE

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