Swim England
Affiliated Club

SwimMark
ESSENTIAL CLUB

Soundwell Swimming Club

As a small community club, we are known within the competitive swimming community for 'punching above our weight'. Whilst we don't have the status of big city swimming clubs, we achieve a lot. As the 9th scoring team out of 57 in the recent South West Regional Championships, we more than hold our own.

Ours is an inclusive club. From 4 year olds learning to swim, to National Champions, para swimmers, and our new Masters (adult) squad, we have it all. We have a committed volunteer workforce and committee supporting our professional Head Coach, and most importantly lots of happy swimmers, each trying to reach their potential, keeping fit and learning an essential life skill. With a 60-year history, we are well and truly a part of the community, with well-established relationships with our pool providers and other clubs across the South West. Our ethos is #oneclubonefamily, and WE LOVE SWIMMING!

We are looking for sponsorship partners who share our values, and would like to invest and help sustain our Club. We have much to offer, and would be happy to discuss sponsorship options with you.

More About Us …..

Our Vision and Values

To continually progress the sport of swimming

To provide swimmers with the best possible coaching and teaching

Promote the sport and increase participation levels

Encourage positive mental attitudes and provide a productive, enjoyable and inclusive environment

Teach life skills to create well rounded young athletes

Recognise each individual for their role within the club and the club's success

Create a balanced training and competition calendar for each swimmer to achieve their true potential

Swimming is England's most popular participation sport with 2.9 million people swimming every week. It has tremendous physical and mental health benefits, as well as being a lifesaving skill for adults and children alike. It is inclusive, with no age or disability barriers to participation. By investing in our swimming club your organisation would be supporting this number to grow and also investing in future elite swimmers.

- Our Swimming club has a current membership of 233 swimmers. 114 Competitive swimming members, and 119 Learn to Swim swimmers in our Swim Academy, as well as a volunteer workforce of over 30 coaches, team managers and officials.
- Our Club Swimmers compete in a minimum of 2 internal Competitions and 15 external competitions per year, including two competitions run by the Club, with at least 8 visiting Clubs participating.
- Access to an average of 150 spectators at each competition.
- A number of performance level athletes, with medals being gained at County, Regional and National level competitions.
- Four athletes on the Swim England Phase 2 National Pathway.

Benefits

Our current membership offers your organisation an established market place in which to promote your company.

Internal Competitions: You can have direct exposure through our 2 internal competitions per year by sponsoring the events. These internal competitions usually have around 70-100 participants entering and spectators in the form of parents, grandparents, and other family members. We advertise these meets on our website, and on our Facebook page and Twitter Feed. We can attach your company logo to all communication, for entries and results

External Competitions: We compete in a minimum of 15 external competitions a year, from beginners' galas with lots of young competitors, to Level 1 galas, which are for our elite swimmers. They take place around the South West of England, from Plymouth to Gloucester and in between. We publicise our participation in these events, as well as the achievements of our swimmers at them on our Social Media and in emails to our membership.

Hosted Competitions: We hold two 'Open Meets' a year (in March and December), where Clubs across the South West Region join us to compete. We usually have over 200 swimmers from 8+ visiting Clubs at these events, which we have been holding successfully for a number of years. We advertise these Meets on our website, through mailing lists, Facebook and Twitter and they are always sold out before the closing date for entries. These events are supported by our volunteer team of 30 coaches, officials, team managers, supplemented by parent helpers.

Competitive Teams: We participate in team relay events at County and Regional Level, and are aiming for National qualification. We participate in the Junior and Senior Arena League competitions, which are Nationwide League competitions. For the Senior Area League, we are In the Premier Division, competing against top National Teams in the Western League such as Plymouth Leander, Mount Kelly and Millfield. Typical league events comprise 6 teams, with spectators attending all events, with three Rounds of competition held each year.

Training: We train at Kingswood Leisure Centre in Bristol for 16 hours per week, Winterbourne International Academy School for 7 hours per week, and at Bath University Sports Village for 3.5 hours per week. We run a Club Shop poolside at Kingswood Leisure Centre, to engage with our membership and raise funds, which also attracts custom from other users of the leisure centre facilities.

Publicity: As well as promoting our Club on our website and social media, we write articles for local papers, and have done interviews on BBC Radio Bristol.

Key Contacts

We are a Swim England Swim Mark Essential Club, which means we meet the stringent standards of Governance in line with the Sports governing body. We are run by a volunteer committee, supported by our professional Head Coach.

Head Coach: Jon joined Soundwell Swimming Club in April 2012. He was the club's first Assistant Head Coach and in 2015 was appointed Head Coach. He is a former National swimmer from Kelly College and Bath University. Jon is a Level 3 Coach who has completed a BSc Sports Performance degree and is also a qualified personal trainer, strength and conditioning consultant and sports masseuse. Jon has coached multiple swimmers to British and English National level during his successful coaching career with Soundwell Swimming Club. He is a great believer in quality before quantity.

Chair: Sarah Taylor has been the Club's Chair for the past two years. She is a swimming official and team manager for the Club, having become involved when her son started learning to swim. A Management Accountant, and former senior civil servant, she would like the Club to become even more accessible for young swimmers. Having survived the challenges of COVID and its impact on sports at all levels, she is focussed on ensuring the Club's financial and governance structure is the best it can be to support the Head Coach and swimmers, and secure another 60 years of success for the Club.

Treasurer: Matt Chubb has been the Club Treasurer for the past two years. Matt has been with the club since 2018 when his daughter started swimming, and since then his son has also joined. Wishing to give something back to the club, Matt took up the role as Club Treasurer, using his over 14 years of commercial finance positions as a CIMA qualified management accountant to continually improve the Club's financial processes, including regular financial reviews throughout the year.

Vice-Chair: Emma Dodd has been the Club Vice-Chair for the past four years. She is a volunteer Level 1 swimming coach, and Team Manager, and also is our Learn to Swim Co-Ordinator. Emma's three children swim at the Club, and she has been a passionate supporter of our Club since they joined. Emma's volunteering work was recognised last year when she was awarded the South West Region Engagement Innovation award for her fundraising activities during COVID lockdowns which helped sustain the Club during that period.

Pricing

Sponsorship Type	Suggested Amount	Return
Event/Principle Sponsor	£3,000	• Logo on all swimmers' and coaches' training tops (which will be worn for all publicity photos, except Arena League – see below) • Link on website to your organisation • Advertised as principle sponsor for our 2 annual Open Meets, including company details on entry pack and all documentation relating to the event. • Display of company logo at our Open Meet competitions over both days, with announcements in all sessions • Mentions in social media when we attend each competition
Website	£500	• Initial social media announcement of sponsorship • Your logo on every page of our website • Links to your company on our website • Company advertised through social media; Facebook, Instagram and Twitter
Arena League Team	£1,000	• Logo on hats • Logo on t shirts (which will be worn for publicity photos) • Team competes at 3 venues across the south west each year with 17 different clubs and 150 spectators per event
Turn Flag Sponsor	£500	• Used at training 6 days a week (3 mornings and 6 evenings), seen by 100+ parents and guardians, as well as other Leisure Centre users • Used at 2 internal galas
Volunteer Workforce	£500	• Logo on t-shirts • Seen at all local, regional and national competitions
Hat Sponsor	£500	• Logo on competition hats • Seen at all local, regional and national competitions

Thank you for looking at our sponsorship pack. To discuss opportunities to sponsor us, or to ask any questions, please contact any of the following:

Chair@soundwellswim.org.uk	Sarah Taylor
Headcoach@soundwellswim.org.uk	Jon Wills
Vice-chair@soundwellswim.org.uk	Emma Dodd
Treasurer@soundwellswim.org.uk	Matt Chubb

WE HOPE TO HEAR FROM YOU SOON