

# Vancouver Pacific Wave

## Synchronized Swim Team Sponsorship Opportunities



## Sponsorship Package:

### Club Profile

Vancouver Pacific Wave is a community based sports club run by a volunteer parent executive. We offer programs for all levels of swimmers from those just learning **synchronized swimming**, to those interested in a recreational program, and for those who wish to compete at a national level. We work with swimmers from 7 years to twenty years of age. Our coaches are certified through the National Coaching Certification Program and many are former athletes with us.

VPW is a registered club with Synchro BC, the provincial sport governing body, and with Synchro Canada, the national sport governing body. Through these affiliations, athletes are registered to compete provincially and nationally.



There has been a synchronized swim club in the city of Vancouver for more than 40 years. This club produced many fine athletes and coaches over that time, including athletes who competed internationally for Canada. With the formation of the high performance training centre in Coquitlam in 1989, the Vancouver club reorganized and became known as the Vancouver Pacific Wave.

We believe that the role of the Vancouver Pacific Wave Synchronized Swim Club is to enhance the physical, social and emotional development of the swimmers through participation in synchronized swimming. This is achieved through the development of programs to meet the needs of swimmers with varied levels of ability and commitment. We provide a safe and secure environment in which individual swimmers can strive for personal bests. Synchronized swimming is a team sport and we promote team spirit through the involvement of all swimmers, coaches, and parents. We are very proud of our swimmers and coaches.

VPW, with the support of our members and athletes, is seeking new sponsorships. This will help leverage both synchronized swimming and business partners in the Lower Mainland and the rest of the province.

#### Our Club Makeup:

	Number
VPW Membership	59 Athletes
Competitive Club Athletes	36
Recreational Club Athletes	23
Coaches	11 (4 National and 7 Provincial)
Volunteers	28 (Executive, events, travel, chaperones...)
Total	98+

## **Sponsorship Package: Club Programs and Services Profile**

Our competitive program offers two levels of participation:

**Provincial Competitive Program** introduces swimmers to the competitive sport of synchronized swimming on a less strenuous schedule. Swimmers in this program are expected to commit to our entire nine month season, attend 5 – 10 hours of practice each week (depending on the skill level they are at) and compete at three or four regional and provincial meets each year.

**National Competitive Program** is for those swimmers who wish to dedicate themselves to reaching their full potential and experience the excitement of high level competition. Swimmers at the National level will swim between 13 to 18 hours each week and compete in 5 regional and provincial meets each year.

We are also proud to offer the following athlete benefits:

- Fun
- Self confidence through comprehensive programs and achieving success
- Programs that include training in nutrition, sport psychology, goal setting, and focus on a healthy lifestyle
- A holistic training philosophy
- Highly trained coaching staff. Coaches all have university degrees and are at a coaching level 2 or higher. Two coaches are working on their Masters degrees in coaching
- Guest coaches from international teams
- Full teams at most tier levels - athletes have more opportunities to perform more intricate highlights and patterns
- Our own water show – a yearly show with over 400 spectators
- Training camps – held a number of times each summer for different skill levels, with international coaches
- Travel opportunities – regional, provincial, Western and National meets
- Opportunities to train with Cirque du Soleil performers in Las Vegas

## **Sponsorship Package:**

### **What is Synchronized Swimming?**

#### **Synchronized swimming develops:**

- The Flexibility of a Gymnast
- Endurance of a Long Distance Runner
- Strength of a Competitive Swimmer
- The Grace of a Dancer

Synchronized swimming is perhaps the best all-round development sport available today for girls and young women, combining athletic prowess in femininely graceful movements together with a full range of musical appreciation and choreography.

The body movements of synchronized swimming require the training of nearly every muscle in the body to a fine edge without creating any distorting overdevelopment. The flexibility and extension of a gymnast is essential for top performance while the swimming of a routine normally requires the strength and endurance of a good middle distance swimmer.

A girl's imagination can be given free reign in developing impressive combinations of movements for her routine, while her sense of musical rhythm and timing is trained sharply to obtain the desired synchronization effects.

#### **More facts about synchronized swimming:**








- Synchronized swimmers cannot touch the bottom of the pool during a routine. It is against the rules, and a severe two-point deduction will be given if they do.
- The water is a minimum of nine feet deep; they must skillfully use eggbeater and whip kick to stay above the water. Synchronized swimmers swim with their eyes open underwater. By seeing their teammates underwater, they make corrections to alignment and set-up for specific moves in their routine.
- Synchronized swimmers can hear the music underwater through underwater speakers.
- Of all the pieces of equipment, the nose plug is most important, for when the synchronized swimmers do their underwater routines it helps to keep the water out of the nose.

- In a five-minute routine, a synchronized swimmer may spend up to a minute underwater without coming up for air. At the same time, they are using their arms and legs to suspend themselves in the water.
- Top synchronized swimmers usually practice eight hours a day, six days a week. The time is mostly used in the water and the rest of the time is spent weight training and working on agility.
- A lift in synchronized swimming is done by raising the body of one or more swimmers up to or above the water surface. Swimmers execute lifts with only their body strength and are not allowed to use the pool bottom.
- Deck work refers to the movements the athletes perform on the deck once the music starts and before entering the water. Deck work only sets the mood of the routine and does not count in the final score.
- Some synchronized swimmers can swim 75 meters underwater without coming up for air

## Synchronized Swimming: A Canadian Olympic Success Story

Canada has been very successful in synchronized swimming at the Olympics, winning medals at every games in which the sport was competed except for 2004 and 2008. Recently, Canada won Gold at the FINA World Championships in Rome.

From its 1924 beginnings in Montreal to its debut in the 1984 Olympic Games, synchronized swimming has been actively pursued by more than 71 countries worldwide. Canada proudly ranks among the forefront of these nations.

Cumulative Synchronized Swimming Olympic Medals Since 1984 By Nation					
Rank	Nation	Gold	Silver	Bronze	Total
1	 <a href="#">Russia</a> (RUS)	6	0	0	6
2	 <a href="#">United States</a> (USA)	5	2	2	9
3	 <a href="#">Canada</a> (CAN)	3	4	1	8
4	 <a href="#">Japan</a> (JPN)	0	4	8	12
5	 <a href="#">Spain</a> (ESP)	0	2	0	2
6	 <a href="#">China</a> (CHN)	0	0	1	1
	 <a href="#">France</a> (FRA)	0	0	1	1

- Synchro is Canada’s most successful amateur sport. It is the only Canadian sport medalling in all senior world championships and Olympic Games since 1984.
- Synchro is overall the third best performing sport in Canada according to Sport Canada.
- in Athens in 2004, the Canadian Duet Team qualified for the finals
- In both team and duet, Canada qualified placing 3<sup>rd</sup> in the “Good Luck Beijing” Qualifying event

<b>Canadian Olympic Medals Won In Synchronized Swimming Since 1984</b>				
<b>Games</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Total</b>
<u><a href="#">1984 Los Angeles</a></u>	0	2	0	2
<u><a href="#">1988 Seoul</a></u>	2	0	0	2
<u><a href="#">1992 Barcelona</a></u>	1	1	0	2
<u><a href="#">1996 Atlanta</a></u>	0	1	0	1
<u><a href="#">2000 Sydney</a></u>	0	0	1	1
<b>Total</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>8</b>

## **Sponsorship Package:**

### **Why Sponsor Vancouver Pacific Wave Synchronized Swim Club**

Training for synchronized swimming requires an abundance of pool time and a large area of pool space in order to properly simulate a competitive arena. Some of our athletes train for up to four hours at a time in the water. In Vancouver, pool time is both expensive, and hard to come by. **The lack of affordable time in size-appropriate pools is the greatest challenge our club faces. Through the development of successful partnerships with companies or individuals like you, synchronized swimming in Vancouver will become more affordable and available to a wider range of athletes.** It will continue to give opportunities to swimmers at every level of the sport. This will allow synchro to maintain its position as Canada's most successful amateur sport.

Synchronized swimming is a respected and recognized Olympic sport with a strong Canadian history. Its athletes' commitment to excellence and success make it the perfect sports marketing sponsorship match for your product or service. Synchronized swimming and the VPW team will serve as an excellent channel to a target market of young, athletic women, an addition to their parents, families and friends.

VPW offers a range of sponsorship levels to appeal to a wide range of sponsors. We can also customize a sponsorship package to meet your needs.

#### **VPW's Synchronized Swimming Competitions**

Competitions across the province and country attract hundreds of spectators and participants. VPW will be competing at the following meets:

- November 27, 2010 – Provincial Stream Training Meet
- December 4, 2010 – Nation Stream Figures Meet, Victoria, B.C.
- January 29, 2011 – Extra routine selection for Canada Winter Games
- February 12-13, 2011, National Stream Provincial Meet, Surrey, B.C.
- February 19-27, 2011, 5 VPW girls travel to Halifax to compete in the Canada Winter Games
- March 24-27, 2011 – National Stream Western Canada Competition, Regina, Sask.
- April 9-10, 2011- Regionals for the 10 &U and 11/12, Provincial Stream and Recreational Meet
- April 27 to May 1, 2011 – Nationals for Jr/sr team, Calgary, Alberta

- May 13-15 Tiers 1-5 Jean Peters Provincial Competition, Victoria, B.C.
- June 1-4, 2011 – 13 to 15 year olds National Competition in Gatineau, Quebec

VPW will also be performing at the following events:

- May 28- VPW Water Show – over 400 in attendance

## Sponsorship Package: Sponsorship levels and benefits

All sponsors receive advertising and promotion, invitations to special events, and club recognition. Find the level that is right for you. All benefits apply to the sponsorship year only.

Commitment		Benefits						
Level	Amount	Logo & Link on VPW Website	Ad in program at VPW hosted meets & water show	Logo on VPW team jackets	Logo on backpacks of traveling athletes	Logo on VPW banner & named as sponsor	Logo on VPW swim caps	Logo on sandwich board during training sessions
Tier 7	\$10,000 +	Top billing on front page and sponsors page	Full page ad	Logo on jacket	Logo on back pack	Large, prominently placed logo	Logo on caps	Logo on board
Tier 6	\$7,500 +	On front page and sponsors page	Full page ad	Logo on jacket	Logo on back pack	Medium sized logo	Logo on caps	
Tier 5	\$5,000 +	Listing and Link on sponsors page	½ page ad	Logo on jacket	Logo on back packs	Small sized logo		
Tier 4	\$3,000 +	Listing and Link on sponsors page	Business card sized ad	Logo on jackets	Logo on back packs			
Tier 3	\$1,500 +	Listing and Link on sponsors page	Business card sized ad		Logo on back packs			
Tier 2	\$1,000 +	Listing on sponsors page	Company name listed					
Tier 1	\$500 +	Listing on sponsors page						

## **Sponsorship Package: Sponsorship Highlights**

- Link up with Canada's most successful amateur sport
- Advertise to hundreds of potential consumers at events and competitions
- Connect with our club members through our website, newsletter, email etc.
- Target your market group and their parents
- Partner with a team that provides opportunities for all participants, including athletes, coaches, officials and volunteers
- Promote your product or service on [www.vpw.bc.ca](http://www.vpw.bc.ca) and in "The Wave" newsletter
- Partner with a team that involves a broad range of participants, from swimmers in their very first synchro class to athletes determined to make the National team

## **Sponsorship Levels in Detail**

### **Tier 7 - >\$10,000 +**

All of the benefits of Tier 6 level sponsorship, plus:

- Sandwich Board ad during prime training times. Your logo will be prominently displayed on a sandwich board on deck during VPW training sessions at UBC and Percy Norman/Hillcrest pools
- Presence on the VPW website – top billing of your logo and link on the main page and on sponsors page.

### **Tier 6 - \$7,500 +**

All of the benefits of Tier 5 level sponsorship, plus:

- Swim caps with your logo. The VPW teams swim at 6 Vancouver pools: UBC, Vancouver Aquatic Centre, Percy Norman/Hillcrest, Templeton and St. Georges, and most girls train over 13 hours a week. The most visible part of the swimmer's body while in the pool is her head and your logo will be prominently featured.
- Full page sponsorship ad in programs for all VPW hosted swim meets and water show.
- Presence on the VPW website – your logo and link on the main page and sponsors page.

## **Tier 5 - \$5,000 +**

All of the benefits of Tier 4 level sponsorship, plus:

- ½ page sponsorship ad in programs for VPW hosted swim meets.
- Your company's logo on the VPW banner at Hillcrest Pool. The higher the sponsorship level, the larger the logo and more prominent the placement.

## **Tier 4 - \$3,000 +**

All of the benefits of Tier 3 level sponsorship, plus:

- Your company logo on all team jackets. These girls travel around the province and country by ferry and plane. They are easily recognizable by their uniforms and large coordinating back packs.

## **Tier 3 - \$1,500 +**

All of the benefits of Tier 2 level sponsorship, plus:

- Business card sized ad in the program at all VPW hosted swim meets and water shows.
- Presence on the VPW website - your name listed on the sponsors' page with a link to your website.
- Your logo on an embroidered patch to be sewn on to the backpacks of the traveling athletes. These girls travel around the province and country by ferry and plane. They are easily recognizable by their uniforms and large coordinating back packs.

## **Tier 2 - \$1,000**

All of the benefits of Tier 1 level sponsorship, plus:

- Your name listed in the program at all VPW hosted swim meets and water shows

## **Tier 1 - \$500+**

- Presence on the VPW website - your name listed on the sponsors page.

**To become a Vancouver Pacific Wave sponsor, or for more information on any of the sponsorship levels, please contact Ann Lacey by phone at 604 948-0128 or email at [alacey@dccnet.com](mailto:alacey@dccnet.com)**