



# Local Club Partnership Toolkit

## PARTNER INFORMATION

Partner name: \_\_\_\_\_.

Why the partnership is a good fit:

## PARTNERSHIP OVERVIEW

Number of club members: \_\_\_\_\_.

What the club will provide as part of the partnership:

## DIGITAL REACH

Social media presence (Please include handles):

Total number of followers: \_\_\_\_\_.

-  \_\_\_\_\_
-  \_\_\_\_\_
-  \_\_\_\_\_
-  \_\_\_\_\_
-  \_\_\_\_\_
- Other

## EVENT SCHEDULE

Number of home meets: \_\_\_\_\_.

Special events (e.g., Swim-a-Thon®):

Team events such as championship meet breakfasts:

Any additional opportunities where partners could activate or provide resources:

## PARTNERSHIP PACKAGES

Examples may include:

- ▶ Pay \$X, receive X benefits.
- ▶ Logo placement on banners, website, and social media.
- ▶ On-site activations (food truck, pop-up tent, etc.).
- ▶ Discount card inclusion.

*Please note that we may occasionally host events as part of USA Swimming's Championship Event Series. During these events, USA Swimming partners have exclusive activation rights, and we cannot promise on-site brand presence.*