Elm Park Pool

2024 Sponsorship Package



Hello,

I am writing to you on behalf of Elm Park Pool, a not-for-profit community organization (1142262360) in Dollard-Des-Ormeaux, with an invitation to help support our mission.

Opened in 1967, our pool has been run by generations of volunteers that are passionate about bringing people together around a shared love for community, aquatics, and the outdoors. We are proud to serve over 600 members, consisting of families, seniors, adults and children of all ages and backgrounds.

To engage this diverse group, we offer a wide variety of programs from June to August of each year such as swimming lessons, aquatic sports, aquafit, parents & tots classes, yoga as well as multitude of themed events that bring our members together. Sponsors allow us to continue to provide these many programs and activities, and we are hoping that your business can sponsor and support the Elm Park community.

**Why Sponsor Elm Park Pool?**

* **A gathering place for West Islanders**: Elm Park Pool has been a communal gathering center for decades, with over 200 households and 500 members joining and re-joining every summer. Each day, hundreds of patrons come to the pool to participate in our programs or swim with their families and friends.
* **A diverse membership base:** At Elm Park Pool, we have members of all ages and backgrounds, meaning your business is all but guaranteed to have people from your target market within our membership base.
* **Repeated exposure to your business:** The majority of our patrons are members who visit our pool and/or website 2-5 times per week and will have repeated exposures to your advertisement throughout the summer. Our website recorded over 15,000 page visits during the 2023 season, driven by our weekly newsletter. An increased number of exposures to your ad significantly increases the likelihood of a customer engaging with it and interacting with your business.
* **Strong word-of-mouth potential:** Research shows that word of mouth remains one of the most effective marketing tactics in terms of sales generation. At Elm Park Pool, our hundreds of members are part of a tightly knit community that routinely recommends businesses to each other. These businesses range anywhere from aquatic clubs to restaurants to birthday party activities.
* **A positive impact on your community:** Sponsoring Elm Park Pool gives your business the rare opportunity to generate new revenue while also giving back to the community. As a not-for-profit organization, every dollar we receive is re-invested back into the pool and into the services we provide. Our most important service is our swimming lessons, aimed at making every child in the area water safe. Drowning unfortunately remains one of the leading causes of death amongst children in Canada. However, your contributions help combat this by funding the hiring of our lessons instructors.

**We offer 3 sponsorship package options to drive local support of your business**

Sponsor to provide banner, banner sizes are flexible

**Bronze Package - $250/Year**

* 5’ x 2’ banner on the interior of the pool fence
* Name & clickable logo on main website page (over 15,000 page visits from May-Nov 2023)
* Name and logo on Sponsors’ webpage

**Silver Package - $400/Year**

* 5’ x 2’ banner on the interior of the pool fence
* Name + clickable logo on main website page (over 15,000 page visits from May-Nov 2023)
* Name and logo on Sponsors’ webpage

And

* Logo + link in weekly “SplashNews” newsletter sent to over 200 households (also available on our website)
* Opportunity for physical booth at one of our weekly swim competitions in July 2024 (1 table and 2 chairs to be provided by Elm Park Pool)
	+ Approximately 150-250 attendees per weekly swim competition from Elm Park and visiting pool members

**Gold (Championship Event) Package - $600/Year**

* 10’ x 4’ banner or two (2) 5’ x 4’ banners on the interior of the pool fence
* Prioritized display of name + clickable logo on main website page (over 15,000 page visits from May-Nov 2023)
* Logo + link in weekly newsletter sent to over 200 households (also available on our website)
* Name and logo on Sponsors’ webpage

And

* Exclusive sponsor of one of our 2024 Championship Events (Synchro Finals or Water Polo Playoffs)
	+ Approximately 250-500 attendees from 10+ pools across the West Island per event.
	+ Live promotion at opening + intermission of the event, name + logo on event program available to attendees and promotion in all communications related to the event.
	+ Opportunity for physical booth at sponsored Championship Event (1 table and 2 chairs to be provided by Elm Park Pool)

Non-cash sponsorships

As a not-for-profit organization, we gladly accept any form of sponsorship (goods, services, etc.) to help support our operations and provide service to the community. For non-cash sponsorships, we will work with each Sponsor on a case-by-case basis to determine what promotions we can offer based on the goods/services provided.

**Application Form**

**Contact Information:**

|  |  |
| --- | --- |
| Company Name |  |
| Address (with City and Postal Code) |  |
| Contact Person |  |
| Work Phone Number |  |
| E-Mail Address |  |

**Sponsorship levels:**

Please indicate your preferred level of Sponsorship

* \_\_\_ Gold Sponsor: $600
* \_\_\_ Silver Sponsor: $400
* \_\_\_ Bronze Sponsor: $250
* \_\_\_ Non-cash sponsorship

**Donation of products or services:**

Please summarize what you can offer Elm Park Pool in the form of products or services that we could use to offset costs or raffle to raise money for the pool.

Please include any additional details you would like us to know here:

**Note:** Sponsorship is an annual agreement, to be renewed prior to May 1st of the following year. Banners to be supplied by the Sponsor and will be returned in September of each year. For packages including physical booth opportunities on the Elm Park Pool grounds, Elm Park Pool will provide 1 table and 2 chairs for the booth.

**Member Sponsorship Referral Program:**

Are you or were you referred to us by an Elm Park Pool Member? If so, please provide the name and contact information of the Member below.

|  |  |
| --- | --- |
| Elm Park Pool Member Name |  |
| Contact Information |  |

**Agreement and Signature:**

By submitting this agreement, I affirm that the organization named above commits to a one-year sponsorship agreement with the Elm Park Recreation Association. It also implies that payment of indicated sponsorship will be made in a timely manner. Upon receipt of payment, website advertising will be made active within 10 days. Banners will be posted inside the pool grounds and a photo of the posted banner(s) will be sent to the sponsor before the start of pool season.

|  |  |
| --- | --- |
| Name (printed) |  |
| Signature |  |
| Date |  |

**Sponsorship Referral Program Details (Members only)**

* Members who own their own business and sponsor Elm Park Pool or Members that refer a business to sponsor Elm Park Pool will receive a one-time credit on their annual membership fee upon the referred sponsor’s signature of the EPRA sponsorship agreement.
	+ Referred Sponsor must provide full name and contact information of Member who referred them.
	+ A sponsor can only be referred one time (i.e. a returning sponsor cannot be referred)
	+ The maximum applicable annual credit is 100% of the value of the membership, regardless of the number of sponsors referred.
* Membership Credit Amounts (applicable to all membership types)
	+ Bronze sponsorship or referral: 20% credit
	+ Silver sponsorship or referral: 35% credit
	+ Gold sponsorship or referral: 50% credit