



REDHILL & REIGATE MARLINS SWIMMING CLUB

Founded 1920

Sponsorship

The club was started in 1920 as a Ladies Swimming Club meeting at the Reigate Baths twice a week. Over time things changed it, one of them being the 1939-45 war.

In the 1980's the club moved to Donyngs in Redhill and Reigate Baths became no more. Marlins became an all inclusive club taking in boys as well, then in 2013 we were one of the few local clubs to be awarded the converted Swim21 Kite Mark. This now means we are recognised as outstanding for our ethics and how we operate. This is underwritten by the ASA and IOS (Amateur Swimming Association) and (Institute Of Swimming).

Marlins are looking to develop the club much further, so they can offer the benefit swimming brings to more children in the locality. We do not receive any financial support from the local council or other charities apart from the odd grant from the Sports Council, so all the fees are met by parent's subscriptions or by donations and sponsorship.

The cornerstone of Marlins is to offer good teaching in a safe fun environment at as low a cost as we can so everyone can join in. It's all about being all-inclusive and wanting to sweep away any barriers. To that end all the committee and all the teachers are volunteers and we have a highly qualified Head coach whom is paid and we are lucky to have. To take things forward though and pursue our vision for the future, we need your help with sponsorship.

Having run my own company for more years than I like to admit, I am only too aware how hard it is to raise funds and also how often people that run businesses are approached for sponsorship. It seems everyone wants your money these days, but I like to think this may be a little different, but then every club chairman will say the same thing won't they!

Sponsorship is a great way for a business to get its details and product on a website and in front of a captive audience that is ideally suited to what you have to offer and at the same time doing something good for the local community putting something back in. Being a club focused on the local children, this will give you the opportunity to help the next generation of the borough and ensure that they all have the opportunity to swim in a safe environment and also give those that may not have that opportunity due to personal circumstances to be involved.

If you can help us it would a massive difference to a huge number of children in the area and who knows, it may even save lives.

We look forward to working with you and receiving your enquiry once you have read the packages available.

Yours faithfully,

Mark Mendoza

Mark Mendoza
Chairman

Updated October 2015

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Contact membership@marlinsswimmingclub.co.uk





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Structure of Sponsorship Packages

In the words of one of our older volunteers, “It’s about putting something back into the community and helping future generations to flourish”.

A quote from one of the parents:

“Sponsorship is fantastic wherever it comes from. Swimming is a vital life skill everyone should be taught and a great way for local business to give something back to the next generation”.

We have six tiers of sponsor:

Marlins Diamond Sponsor	Only one sponsor at this level
Marlins Gold Sponsor	Only one sponsor at this level
Marlins Silver	Two sponsors at this level
Marlins Bronze	All other sponsors
Marlins Bursary	All other sponsors
Marlins Club Patron	General public donation sponsorship

This is not written in stone in as much as the club are prepared to review and tailor make packages to suit the sponsor within reason. Costs can be adjusted as long as it does not compromise or under value the opportunity from any other sponsor or potential sponsor of the club.

Whilst every effort will be made to publise our sponsors at every club event both at home and away, there may be occasions where this may not be possible (du e to event rules for example). We also cannot guarantee the number of events we will be holding each year for outside clubs to attend

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Marlins Diamond Sponsor £3,000 per annum

This is the prime opportunity to share in our success and link your brand to one of the oldest swimming clubs in the borough.

This package provides:

- Only one sponsor at this level
- 4 year commitment
- Branding on our website stating you are the main sponsor
- Mentions on any press releases or articles we do
- Branding on club paper as main sponsor
- Quarterly meeting with club chairman if required
- Branding on Club pop-up stands
- Notice board branding and information
- Your brand on our senior club kit (T-shirts and Polo shirts on the front, hoodies, kit bags, hats).
- Your brand on our website as **recognised partner** to Marlins Swimming Club with links to your website
- Your brand would be highlighted as **our partner** in the club 'Roll of Honour' of Club benefactors
- Your brand highlighted as **our partner** on all formal Marlins communications, e.g., newsletters.

The promotional opportunities include:

- Space for your brand in the pool facilities on the day itself, i.e., display of banners
- Public Address announcements
- Distribution of sponsor promotional material
- Your brand on any Club merchandise associated with the event
- Your brand on the ribbons for the individual event medals.

*Exclusivity – NB. Only one business from each profession/trade will be allowed to sponsor the club, thus locking out your competitors.

What will I be supporting?

This could enable us to potentially open up another session and bring in more teachers to run it thereby offering this great opportunity to a wider range of kids that may not be able to benefit otherwise. This will be a great legacy to the next generation and you could be associated with being a founder partner in this endeavour.

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Marlins Platinum Sponsor £2,000 per annum

This package provides:

- Only one sponsor at this level
- 3 year commitment
- Secondary web branding spot & link
- Further photos on Sponsorship page
- Recognition of sponsorship and receipt of club newsletters
- Your brand on our website and blog as a Redhill and Reigate Marlins Sponsor , with links to your website
- Your brand would be highlighted as a **Platinum Sponsor** in the Marlins 'Roll of Honour' of Club benefactors
- Your brand highlighted as **Sponsor** on all formal Marlins communications, e.g., newsletters.

The promotional opportunities include:

- Space for your brand in the pool facilities on the day itself, i.e., display of banners
- Public Address announcements
- Distribution of sponsor promotional material.

*Exclusivity – NB., only one business from each profession/trade will be allowed to sponsor the club, thus locking out your competitors.

What will I be supporting?

This money would enable us to ensure we have the funds to pay for existing pool time and also pay for extra teachers and allow us to also bring in outside experts to help in educating the children in aspects of lifesaving, first aid and many other vital skills they are not taught elsewhere.

It will also enable the club to look at developing into other areas and maybe starting an interclub competition to bring more children into the sport

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Marlins Gold Sponsor £1,500 per annum

This package provides:

- Only two sponsors at this level
- 2 year commitment
- Home page web branding spot & link
- Recognition of sponsorship and receipt of club newsletters
- Your brand on our website and blog as a Redhill and Reigate Marlins Swimming Club with links direct to your website
- Your brand would be highlighted as a **Gold Sponsor** in the Redhill and Reigate Marlins 'Roll of Honour' of Club benefactors

The promotional opportunities include:

- Advertising space within the event programmes if published
- Space for your brand in the pool facilities on the day itself, i.e., display of banners

*Exclusivity – NB. Only one business from each profession/trade will be allowed to sponsor the club, thus locking out your competitors.

What will I be supporting?

With the exception of the head coach, currently all our teachers are volunteers. This funding would be used in part to enable us to send them on the courses they need to attend and also allow us to help pay for teachers costs to encourage others to come forward and give their time freely for the benefit of the local children.

Where we need to pay staff this will go a long way to helping with this funding.

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Marlins Silver Sponsor £1,000 per annum

This package provides:

- 1 year commitment
- Home page web branding spot & link
- Retail link-up
- Your brand on our website and blog as a supporter with links direct to your website
- Your brand would be highlighted as a **Silver Sponsor** in the 'Redhill and Reigate Marlins Roll of Honour' of Club benefactors

The promotional opportunities include:

- Space for your brand in the pool facilities on the day itself, i.e., display of banners

*Exclusivity – NB. Only one business from each profession/trade will be allowed to sponsor the club, thus locking out your competitors.

What will I be supporting?

This will go a long way to helping us pay for badly needed and worn out equipment such as floats, clocks flippers and many other things. It will also help us to bring in more children and maybe subsidise those that genuinely could not afford the opportunity otherwise

Marlins Bronze Sponsor £500 per annum

This package provides:

- 1 year commitment
- Home page web branding spot & link
- Retail link-up
- Your brand on our website and blog as a supporter with links direct to your website
- Your brand would be highlighted as a **Bronze Sponsor** in the 'Redhill and Reigate Marlins Roll of Honour' of Club benefactors

What will I be supporting?

Equipment that needs to be purchased to support the children's learning and also general kit that is required

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Marlins Bursary Sponsor £250 per annum

This package provides:

- 1 year commitment
- Home page web branding spot & link
- Retail link-up
- Your brand on our website and blog as a supporter with links direct to your website
- Your brand would be highlighted as a **Bursary Sponsor** in the 'Redhill and Reigate Marlins Roll of Honour' of Club benefactors

What will I be supporting?

This will be used exclusively to support and pay for children from hardship backgrounds, children in care or those being looked after by the council to try and bring some meaning and enjoyment into their lives in a way that maybe would not be possible otherwise. It will be used as a bursary to pay for their fees on an annual basis

Marlins Club Patron: Any donation you wish

This package provides:

- Single or regular sponsorship
- No commitment
- This package is primarily intended for individuals, e.g., supporters, family and friends. Your name would be mentioned on the Redhill and Reigate Marlins Roll website in our 'Roll of Honour' of Club benefactors.

Other sponsorship available (sponsorship value based on quantities, you will be contacted by a member of the sponsorship team)

- Micro Fibre towels
- Key rings
- Car Stickers
- Golf umbrellas
- Water Bottles
- Trophies

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Typical questions you may have

How does it work?

If you are interested in supporting the club either as a business or as an individual please complete the form below and email it to chairman@marlinsswimmingclub.co.uk or call him on 07973 301363

How much will it cost me?

That is up to you and totally depends on what you want to do and what you want from it. We have some sample packages below but we can adjust these to suit each and every sponsor within reason. If it does not suit you then talk to us and we can come to an agreement that suits everyone.

How long am I tied in for?

Again, it's up to you. Ideally we want sponsors to stay with us for the long term (3 -5 years), but we also appreciate that this cannot always be planned. We would always be happy to talk to you about a short term support package to be reviewed by you at the end of that term

Can I change the term I sponsor you for?

Yes but if you are in a contract this will need to be discussed. We would like to think though that our major sponsors will make the commitment as we will plan around them and if we shorten terms it could have a direct result elsewhere. Cancellation of sponsorship is covered in the Head of Terms contract available on request

What do I get out of it?

Our gratitude firstly but more importantly, depending on what package or variation it depends on what you will receive. This will be tailor made to suit you and depends on what level you come in at, but branding on our website, exposure to our members, and potential branding on our kit and web links to name a few.

Can I sponsor you for something else?

Absolutely. We are looking for all sorts of support and this is only a suggestion. We need help with marketing, advertising, and many other things. Talk to us and if needed we can make a bespoke package especially for you.

Will you have another company sponsoring in the same business as me?

No. If we felt there was an overlap we would discuss it with you first but we don't want competition within the sponsors

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Will I be able to email the members?

Not directly, no. You will have the opportunity to get your message across via the website and possibly if agreed via a link. If you want to email the members we will do it for you from the club email system so the data is protected and not used for general mailings elsewhere.

What is your membership?

The children all come from local schools both private and state (the majority of schools are within 2 miles of Redhill). The parents are from all sectors of the borough. We have between 70 and 120 children swimming at any one time but the membership varies from month to month.

Why should I sponsor the Redhill and Reigate Marlins Swimming Club?

By sponsoring our club, you or your business can increase the awareness of your brand (name/logo) and the products/services that you can offer in your local (or wider) community. Sponsoring is not only a very cost effective way to market your services/products but also increases your profile in a positive way.

Is there a contract?

Yes, we will send you this when we have agreed terms as it's flexible and it's available to review upon request.

Do you have minimum criteria funds wise?

Absolutely not. If you want to help us we will open you with welcome arms and work with any proposal. Like the taxman, we will be delighted to assist in lightening your bank account!

Why do we need help from sponsors?

We are a non-profit-making club run by volunteers. All fees and sponsorship money are re-invested into the club for the provision of pool time, equipment and training of teachers. The club is seeking to raise funds via sponsors who share our goals of nurturing Redhill and Reigates fantastic wealth of talent and helping to develop Britain's future generations.

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Sponsorship Expression of interest form

Is this a personal donation or corporate sponsorship	Personal / Corporate * delete as appropriate
Name of Company (if applicable)	
What does the business do?	
Which package are you interested in	Supporter / Bronze / Silver / Gold / Platinum / Bursary/ Patron * circle appropriate
Term you are considering sponsoring for	Years £ Single lump sum * delete as appropriate
Please detail here	Special requirements if any
Contact Name	
Contact number	
Contact email address	

Please email this to chairman@marlinsswimmingclub.co.uk

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