

Advertising and Sponsorship

Santa Barbara Swim Club

This is a great way to get “third party” funds in order to satisfy your Club Support obligation of \$250 annually and help SBSC be the best it can be.

How does it work?

If you know someone or if you yourself would like to advertise in our local meet programs (June IMX, July’s Semana Nautica, Oct IMX) then all you have to do is submit the ad in the listed format by the due date which will be on the website when appropriate.

What are the requirements?

All ads must be delivered as jpg files. All printing is in black & white. Ideally we would like a finished word document that we could size appropriately.

*all files should be emailed to marketing@sbswim.net

What are the costs?

\$150 – Full page advertisement

\$100 – ½ page advertisement

\$ 75 – ¼ page advertisement

\$ 50 – business card size

*payment should be sent to the swim office with a hard copy of your ad and what family account should be credited. Prices are for one ad per swim meet.

What are the benefits to the advertiser?

The majority of attendees are local families and the rest are visiting for the weekend. This is a perfect opportunity for local restaurants or businesses to advertise or to promote special activities. Discount coupons or “mention this add for 10% discount” are completely acceptable. Semana Nautica has large numbers of participants on the very busy Fourth of July weekend. Our announcer will mention them as well.

Would you know someone who wants to be a yearly sponsor of SBSC?:

Platinum: \$1500 All of the below plus \$1000 directly toward sponsoring a member with financial need.

Gold: \$500 Meet ads, announcer thank you/ad at hosted meets, supporter provided banner in facility at meets, logo and link on website, invitation and hospitality @ SBSC meets and annual banquet

Silver: \$300 Meet ads, announcer thank you/ad at hosted meets, Logo and Link on website.

Bronze: \$250 Meet ads, logo and link on website