

#SWIMBIZ

SHORT & TWEET



If a team with 200 swimmers loses 15, it equates to at least \$20,000 in lost revenue for the year



SOCIAL MEDIA, SPONSORSHIP & SWIMMING



PAT HOGAN • USA SWIMMING

Club Development Managing Director



What's A New Swimmer Worth?

**... And Why Spending Some
Marketing Dollars is Worth It**

by Pat Hogan



What's a New Swimmer Worth?

Swimming is the FUNNEST sport!

Sport Intangibles

vs.

Organizational Basics

Swim teams need to think and act more like businesses





What's a New Swimmer Worth?

Questions every business owner needs to ask:

1. What products/services do you provide?
2. Who is our ideal customer?
3. What are the key revenue sources?
4. What are our estimated expenses?
5. How do we attract new customers?
6. How do we cultivate customer satisfaction?





What's a New Swimmer Worth

What are you doing to attract new swimmers to the team?

Do you have a marketing plan?

Do you have a budget for marketing?

Making the case for spending a few dollars on marketing your swim team





What's a New Swimmer Worth?

Have you ever thought about the value of one swimmer to your program?





What's a New Swimmer Worth?

Individual swimmer revenue opportunities:

Monthly Dues	\$120 / month
Registration Fees	\$110 / year
Team Uniform Purchases	\$ 95 / year
Facility Fee	\$ 50 / year
Fundraising	\$150 / year





What's a New Swimmer Worth?



Year 1
\$1,675



What's a New Swimmer Worth?



Year 1
\$1,675



3 Years
\$5,355



What's a New Swimmer Worth?



Year 1
\$1,675



3 Years
\$5,355



5 Years
\$9,640



What's a New Swimmer Worth?



Year 1
\$1,675



3 Years
\$5,355



5 Years
\$9,649



10 Years
\$21,865

#SWIMBIZ
SOCIAL MEDIA, SPONSORSHIP & SWIMMING



What's a New Swimmer Worth?

Tougher to quantify examples of value:

1. Volunteer Hours
2. Publicity (i.e. Sectionals cut)
3. Promotion at school on T-Shirt
4. Parents promotion of club on social media
5. Heat Sheet & Concession Sales





What's a New Swimmer Worth?

New Member Marketing:

Small marketing budgets can produce significant long-term value.

A few new swimmers provide sufficient resources to fund those marketing efforts.

It doesn't matter which one comes first!

