



How a Swim Team Sold Naming Rights for the Team and Facility

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Getting Started

- ◆ Set yourself up for success!
- ◆ Be present on your team; not just physically but mentally!
- ◆ Be authentic and genuine.
- ◆ Get to know your families and the city you're in.
 - ◆ Attend team functions and build good relationships
 - ◆ Get involved in community events and groups (Chamber of Commerce, etc.)



Research

- ◆ Learn your city!
 - ◆ What businesses are present? Which ones are most popular?
 - ◆ What business genres are the most common?
 - ◆ What is a common interest of the people living in the area?
 - ◆ Is the area growing or expected to grow? (Population, land, etc.)
 - ◆ Where are the main highways or roads most traveled?
 - ◆ Are you visible?
 - ◆ What do swim programs do you offer? What do competing swim programs offer? What's the cost different?
 - ◆ How many members do you have? Who are your members? What is your expected growth?
 - ◆ What is the average family household income?



Who are you selling to?

- ◆ Potential business partner
- ◆ Your team



What are you selling?

- ◆ To your potential sponsor

- ◆ Visibility

- ◆ Highway proximity
- ◆ National Relevance- swim meets, national rankings, etc.

- ◆ Accessibility

- ◆ Members

- ◆ Demographics

- ◆ Race, household income, adults, children, etc.

- ◆ Apparel

- ◆ Logo on all team apparel

- ◆ Travel

- ◆ Logo travels with the team!

- ◆ Financial benefits (return)

- ◆ Community Impact

- ◆ Health promotion across all age groups and abilities
- ◆ Community outreach carries the business name

- ◆ Marketing

- ◆ Social media!
- ◆ Exclusivity



What are you selling?

- ◆ To your team
 - ◆ New image
 - ◆ Opportunity
 - ◆ Growth
 - ◆ Accessibility
 - ◆ Non-profit versus corporate
 - ◆ Fundraising



Hurdles

- Timing
- Financing

Outcome

- Program Growth
- Sponsorship Growth

Maintain Your Relationship

- ◆ Keep your sponsor in the know! Let them know how the programs are doing and their growth.
- ◆ Keep them up to date on events and how they can get involved.
- ◆ Presentations
- ◆ Team Updates