“Tough Love”
Marketing Tips for Clubs
Good News: Retention

- % of Aged Group Participating
- Age

Swimming on a team
Bad News: Fewer Entering
People Want to Swim…

**Everyone Wants to Swim**

Ranking People Who “Aspire” to Swim vs. Other Sports

- **Age Group 6-12 Years Old**
  - #1
  - Image of children

- **Age Group 13-17 Years Old**
  - #2
  - Image of a man

- **Age Group 18-24 Years Old**
  - #2
  - Image of a woman and a man

- **Age Group 25-34 Years Old**
  - #3
  - Image of people

- **Age Group 35-44 Years Old**
  - #2
  - Image of two women

- **Age Group 45-64 Years Old**
  - #3
  - Image of two men

- **Age Group 64+ Years Old**
  - #1
  - Image of a woman
PR Times Are a Changin’

1990’s – The Phone Answering Decade

2000’s – The Phone Dialing Decade

2010’s – The Phone is for Everything Except Talking Decade
Mom Drives the Bus

*Source: Informal online USA Swimming-led survey who clicked on an banner ad on USAToday.com to fill out survey during the period of Sept-Oct 2011.*
People Don’t Like to Talk

- 28% click to get contact info for club
- 58% of users visit swim club web site
- 8% request a call back from club

*Make a Splash* is a national child-focused water safety initiative created by the USA Swimming Foundation. Local Partners are a nationwide network of community organizations and programs active in the Make a Splash initiative offering learn-to-swim programs.
People Don’t Like Forms Either
Gotta Have it Now
What’s a Swimmer Worth?

3% Clicked on Google ad for SwimToday

64% Searched for a swim club

60% Then clicked to club website
It’s Not a Quantity Game

- College Graduate: 75%
- Non-College Graduate: 25%
It’s Not a Quantity Game

- I buy brands that reflect my style: 63% MRI, 92% Syndicated Data
- I am willing to pay more for a product that is environmentally safe: 58% MRI, 78% Syndicated Data
- People often come to me for advice before making a purchase: 39% MRI, 69% Syndicated Data
- I am influenced by what’s hot and what’s not: 29% MRI, 41% Syndicated Data

Source: Sponsor Research International (SRI). Survey conducted Aug. 23-Sept. 23, 2010. 1,099 respondents. Charts will be comparing respondents age 18-64 to MRI data for individuals 18-64.
Speak Their Language (Literally)

Lost and Found - Please click here for current list

The Brandywine Swim Club is a family-oriented neighborhood swim club in the Olde Forge subdivision off Braddock Rd in Fairfax. We are open seasonally from Memorial Day weekend through Labor Day. Although many of our members come from the surrounding subdivisions, our membership is un-restricted and we welcome people from all over the area. Our swim team, the Brandywine Barracudas, competes in the Northern Virginia Swimming League (NVSL). In 2012 the Barracudas will be in Division 8.

We offer a solar heated pool for early season swimming comfort and in-ground steps for easy access. Other amenities include a spacious deck with sunny and shaded areas, a tot playground within a separately gated wading pool, a covered water slide into the main pool, a poolside basketball hoop, a dedicated lap lane at all times, and a picnic area with gas grills and covered gazebos.

Please click for information about dues and credit card payments

Directions to translate this website into Korean: 에 대한 번역, 구글 번역 사용하여 원록에

Para traducciones, use el instrumento Google a la izquierda.
Target Existing Sponsors

More Likely to Trust USA Swimming Sponsors

Don’t Confuse Your Passion With Their Business Needs
Sponsorship is NOT about you!
Product = Cash
Media Likes the NFL

Los Angeles Times | SPORTS

LOCAL | U.S. | WORLD | BUSINESS | SPORTS | ENTERTAINMENT | HEALTH | LIVING | TRAVEL | OPINION | DEALS

SPORTS NOW | NBA | LAKERS | CLIPPERS | DODGERS | ANGELS | NFL | KINGS | USC | UCLA | PREPS | SCORES

MORE SPORTS: SPORTS NOW | LAKERS | DODGERS | VARSITY TIMES INSIDER

Do you qualify for $3,000 - $125,000 Debt Aid?
Provided by Debt Relief Center

What is the best non-prescription eyelash enhancer?
Provided by DermStore.com

Shocking discovery for joint relief
Provided by Instaflex

Advertising by lifestyle

SPORTS BLOGS

Lakers’ Pau Gasol: ‘New season, New adventure. New Journey.’
10/01/2012, 5:06 p.m.

Old comparisons don’t work with Kobe Bryant’s Lakers
10/01/2012, 4:02 p.m.

Same of James Loney in Boston, which may want him back anyway
10/01/2012, 3:52 p.m.

Oregon State is No. 1 in two BCS computer rankings
10/01/2012, 3:27 p.m.

Around the NFL, lost causes and found objects
By Sam Farmer

More Sports --Topics--

Learn more at vote4energy.org
Swim Lessons and USA Swimming  
June 28, 2012

Eloise had her first swim lesson when she was 6 months old. She hated it. Hated getting wet, hated getting in the pool, hated the swim diaper, hated it. But we insisted on ‘lessons’ if you will, and by lessons I mean let’s just get comfortable with the water.’ She continued to cry about swimming until she was four years old. It was about that time that her sister, then two, started jumping off the sides of the pool into our arms and seemed to laugh and actually enjoy this thing called ‘swimming’ because it seems most of the other kids were also having fun. Eloise decided to try it again and now loves to swim.
Swimming Can Be A Societal Story

Black children are three times more likely to drown than white ones. Olympic champ Cullen Jones is out to remedy that.

BY ANDREW LAWRENCE

Giving Kids a Lifeline
The Coach is “All Wet”
Engage Best Partner in Vision
Engage Best Partners in Vision
The Future