



## Sponsorship Request

I am writing to you on behalf of Kirkland's Ecclestone Community Pool, a member of the North Shore Aquatic Association (NAA), a cherished institution that has served as the heart of our local community, providing vital services and opportunities for individuals of all ages in Kirkland and the wider West Island area for over 50 years. We are actively seeking sponsors for the upcoming 2024 season and hope that you will consider partnering with us this summer.

As a non-profit organization operated by dedicated volunteers, our mission is to promote water safety, foster community engagement, and offer a range of aquatic activities both recreational and competitive aimed at enriching the lives of our 350+ patrons.

The Kirkland Ecclestone Pool stands as the sole outdoor community pool accessible to our residents and the wider West Island, offering a comprehensive array of programs including swimming lessons, swim team, artistic swimming, water polo, diving, masters swimming and lifesaving courses essential for providing valuable skills to empower future lifeguards. We take pride in providing a nurturing environment where individuals and families can participate in both water and social activities that promote physical well-being, personal growth, and the development of essential life skills.

At the core of our values lies a commitment to genuine human connection and authentic relationship building. We believe in fostering meaningful interactions within our community, away from the distractions of modern technology.

The sustainability and continued operation of Kirkland's Ecclestone Community Pool depend greatly on the generous support of local businesses like yours. Your contribution, whether financial or in-kind, would not only help ensure the ongoing success of our programs but also demonstrate your commitment to the well-being of the community we serve.

Kirkland Piscine Ecclestone Pool  
110 Granada | Kirkland | H9H 3J7  
[ecclestonepool@gmail.com](mailto:ecclestonepool@gmail.com) | [ecclestonepool.com](http://ecclestonepool.com)

In recognition of your support, we offer various sponsorship opportunities tailored to suit your needs and level of involvement. These include:

**Title Sponsor (\$5,000):**

As our highest level of sponsorship, you will receive prominent recognition as the leading supporter of Kirkland's Ecclestone Community Pool. This includes exclusive branding opportunities, prominent signage at the pool facility, featured placement on our website and social media platforms, and recognition in all verbal announcements and promotional materials. Your company logo will also be included alongside our front of pool signage. Additionally, Title Sponsors will have the opportunity to set up a booth to promote your product/service during our larger community events. Vinyl banner provided by sponsor. Only one title sponsor will be accepted per season, first come first serve.

**Gold Sponsor (\$2,500):**

Gold sponsors will enjoy significant visibility through logo placement throughout our pool grounds, our website, and social media channels. Additionally, gold sponsors will receive verbal acknowledgment during pool events and community activities and have the opportunity to set up a booth to promote your product/service during our larger community events (Time Trials, Home Swim meets, Social events). Vinyl banner provided by sponsor.

**Silver Sponsor (\$1,000):**

Silver sponsors will benefit from large logo placement on pool grounds and recognition on our website and social media channels. Vinyl banner provided by sponsor.

**Bronze Sponsor (product/service \$500 equivalent):**

In exchange for product/services or a combination with monetary exchange, Bronze sponsors will have the opportunity for logo placement on our grounds in a select area of the pool. They will also receive acknowledgment on our website and social media channels, demonstrating their support for our community initiatives. Vinyl banner provided by sponsor (limited placement available. Priority will be granted to legacy sponsors. Submissions due by June 15<sup>th</sup> 2024).

**Donations (product/service):**

Any and all donations are greatly appreciated all summer long. Donations are used for swim meets, social gatherings and other events throughout the summer. Verbal acknowledgement will be offered throughout the event in which the donation is featured.

**Booth set up:**

All seasonal sponsors are welcome to set up a booth at any one of our larger community events for an additional fee of (\$150 Time Trials / \$100 one-off Swim Meets and other events). Sponsors wishing to only promote their brands at Time Trials may purchase a booth for \$250 (program + verbal visibility throughout the event)

We are open to discussing any additional involvement or customized sponsorship packages that align with your company's goals and values. Your partnership with Kirkland's Ecclestone Community Pool would not only enhance your brand visibility but also position your company as a socially responsible entity invested in the well-being of our community.

Thank you for considering this opportunity to support our organization. Together, we can make a significant impact on the lives of individuals and families in Kirkland and beyond. Please feel free to contact me directly to discuss how we can collaborate for mutual benefit.

Warm regards,

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Lindsey Haywood(514-266-1538) [lindsey\\_haywood@hotmail.com](mailto:lindsey_haywood@hotmail.com)  
**Kirkland Ecclestone Community Pool Sponsorship Committee**