



Sponsorship Package

About Us

The Parkland Pirates are a competitive year-round swim club who train at the TransAlta Tri Leisure Centre in Spruce Grove. With swimmers from the entire Tri-municipal area, the Pirates mission is to provide an environment where student-athletes are becoming better people through excellence in swimming.

Our Club's Challenge:

The Parkland Pirates have set a goal of upgrading our swim competition amenities to provide a modern competition standard for our swimmers, as well as make our hosted meets a better experience for our visiting clubs and fans. By reaching our goal, we will have the opportunity to host more meets with a larger attendance and be on par with other facilities around the province.

These enhancements would include:

- A 19 x 9.5-foot video scoreboard within our home facility, the TransAlta Tri Leisure Centre
- A new timing system that includes electronic touchpads for the ultimate precision in swim competition accuracy
- New starting blocks equivalent to current provincial standards, that integrate with the new timing system

Swimmers competing at our facility would benefit from the same competition experience as other venues. Spectators will also enjoy being able to see results in “real-time”.

We need your help with making this dream a reality. While our Pirate families are already hard at work fundraising toward this goal on behalf of our 116 swimmers, an additional push from our local community will help this vision become a reality sooner.



Our Partnership Opportunities



Scoreboard "Title Sponsor" - \$55,000

- "Scoreboard sponsored by (YOU)" to appear directly at the top of the scoreboard for a period of 10 years with options to renew
- A scoreboard of this size will be the most visible component in the aquatic centre

Scoreboard "Co-Sponsor" - \$10,000

- Would share joint sponsorship of the scoreboard with 3 other companies also under a 10-year term

Swim Meet Title Sponsorship - \$3,000

- Title Sponsor for the meet, example "Pirate Extreme Challenge sponsored by (YOUR COMPANY NAME)"
- Appearance on all meet material including ads, social media posts, team & Swimming Canada website
- Multiple mentions throughout the weekend in front of a packed crowd at the meet

Swim-a-Thon Title Sponsorship - \$1,000/season

- Named on all team correspondence, social media and the website
- This is a vital fundraising initiative for our club each season

Community Board/Swashbuckler Newsletter Sponsorship - \$500/season

- The community board is located just inside the aquatic centre pool deck entrance and visible to hundreds of patrons daily
- The newsletter goes out to all families of the pirates roughly 12 times per year
- This also comes with recognition via our team website and via social media

