

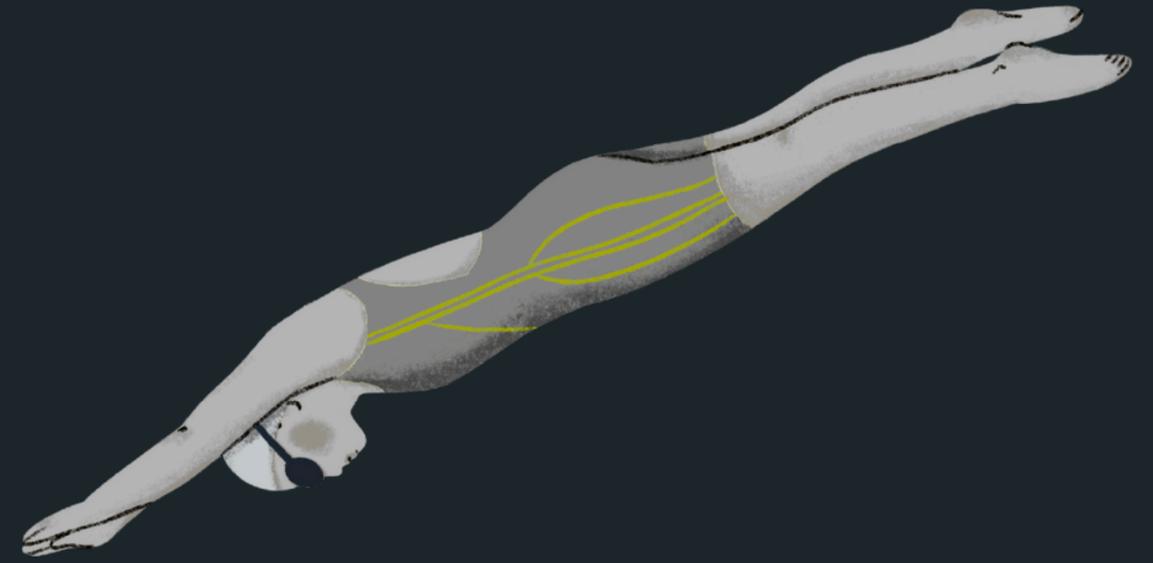
ATLANTIS SWIMMING CLUB, HORSHAM

ATLANTIS SC

Sponsorship Pack 2025/2026



PROPOSAL



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Sponsorship Outline

Atlantis Swimming Club Horsham, is an ambitious and growing competitive swimming club. We are not-for-profit and exist to provide young people with the opportunity to take part in a healthy sport and to compete to a high level. We continually strive to help young children, youths and adults take part in a physical sport that supports physical and mental health.

Swimming is Britain's most popular participation sport; it's also one of our most successful Olympic sports. Atlantis began in 1979 and we are proud of our achievements over the last 45 years. Atlantis is now one of the strongest and most prominent swimming clubs in Sussex. With your continued support, we hope to continue to grow while maintaining our position as one of the most successful clubs in the area.

We provide a structured, safe, motivating and friendly environment in which all our swimmers have the opportunity to realise their full potential. So, at all times, we strive for excellence; aspire to success; recognise and celebrate endeavour - and we never forget the importance of having fun along the way. We offer swimming training and competition for all ages 7 and above. In total (pre Covid) we deliver over 40 hours of training per week under the leadership of the Head Coach and a skilled and experienced team of coaches. Atlantis is affiliated to the South East Region of Swim England and also holds the SwimMark accreditation. Apart from competitive swimming, we are lucky enough to offer: Flamingos Artistic (synchronised) Swimming and Atlantis Development Squad, coaching all ages and a pathway to the competitive side of the club. This is our #swimfamily.



ATLANTIS SC

Meet The Team



ANDY LOBLEY

Head Coach

I've been involved with Atlantis since my daughter joined the club some years ago. It didn't take long for me to be drawn poolside. Since then I've taken my ASA Level 1 Teaching and Coaching, ASA Level 1 Coaching and ASA Level 2 Coaching Awards. I am now qualified as an ASA Senior Coach.

I have to say being a part of Atlantis is very rewarding and we have a great bunch of swimmers here.

My love of sport in general comes from a background of competitive sport, including swimming. Swimming has been my main focus since 2010, thankfully from the side and not in the water (although I am still pretty high up on the rankings for 50 breast!)

Swimming is a fantastic sport to be involved with and to see swimmers progress through their school and college times is very rewarding, especially as they all come out as very well rounded self-disciplined individuals.



VINCE OLNEY

Chairman

I have been part of the Atlantis family for several years. I am a classic swim parent, supporting my daughter who has worked her way from Foundation 1 to the National squad. In that time, I have volunteered as part of the Gala Team, as the Officials Coordinator and I have sat on the Club's Committee.

I am a licenced swim official and I am currently a Starter; I am scheduled to begin my referee training next year.

Atlantis is a huge part my family's life and it is a great honour for me to be Club Chairman.

If you ever want to find me for a chat you are likely to find me poolside most days!



JULIE GAUSDEN

Fundraising & Sponsorship

I became involved with Atlantis through my Son who thrives on the challenge of competitive swimming. Spending so much time poolside, I wanted to help develop the Head Coach's and Committee's vision for the Club's future.

Before the pandemic I dealt mostly with processing meet entries. During the last 18 months it became apparent that in order for this great club to survive we would need to take action. As a committee we developed this role and have successfully run fundraising and Crowdfunder campaigns and have helped Swim England run a series of webinars designed to inspire and give confidence to other sports clubs around the Country to run fundraising projects.

I am so excited to be a member of the Atlantis committee collaborating, making friends and above all else watching the swimmers grow in confidence, ability and reach their goals is really gratifying.



'Atlantis is a small, but great swimming club. It provides all the advantages of a team and an individual sport in one. The friendships formed between the children, and parents, are strong. It is time consuming and physically demanding, but the fitness and discipline reaches a high level - so much better than screen/social media time. The team relay competitions scattered throughout the year sum it all up - competitive, fun, team spirit, working together and supporting each other - as a result, performance often spikes at these competitions, and the parents are cheering/helping and supporting equally enthusiastically.

The team of coaches and volunteers are so dedicated and generous with their time. The recent training camp in Portugal was a great example of a huge organisational success and gave the swimmers so much more than swimming lengths in a pool'.

TESTIMONIALS

I love Atlantis because it keeps me fit and healthy.

At the same time, I'm always having fun with my friends and enjoying all the activities and galas that go on at the club.

WHAT SWIMMING MEANS TO OUR MEMBERS: This is just a few of the comments, our fundraising page has so many more; <https://uk.teamunify.com/team/seasc/page/home/fundraising>

Swimming is in our family's DNA ... as a young man my father was a club swimmer and competitive diver so naturally my sister and I also became club swimmers, swimming for Barracuda's SC based out of Morden before in later years it merged with Cheam Marlins. My father went on to become a coach at Barracuda's and I had decent success as part of my School team at Caterham.. for me swimming later became the foundation for fun being had with endurance events such as long distance triathlon's and open water challenges such as the Thames marathon

So I suppose it was inevitable that my three kids would be encouraged towards swimming and in the end two of them found their way to the Atlantis club and swimming family. For me club swimming provides so many things that go way beyond the fun and challenge of competition..

... different social experiences ... the discipline of training and the life impacting health benefits ... self confidence and camaraderie smiles, highs and sometimes lows ... a reason to go to MacDonalds!

Supporting Atlantis is a pleasure and an investment in young people's lives (and those that are forever young in the Masters squad of course ;)). My hope is that Atlantis navigates the current challenges and continues to go from strength to strength. Perhaps even my children's children will find their way to club swimming at some time in the future'

Swimming is not only a way to promote a healthy and active lifestyle, it teaches children a life skill, it also teaches them a lot about life, dedication, focus, hard work, competition and above all else friendship and respect.

My son loves to swim, it is his passion, many of the above traits he now uses in the classroom, swimming has taught him that. He is able to concentrate for longer and knows with hard work and dedication he will succeed in the classroom and the pool.

I really enjoy swimming with Atlantis, I'm fit and enjoy competing. My friends swim and we have a very special bond as a team and as rivals in competitions
I am tired, I am hungry..... but I wouldn't change it for the world.

YOU CAN MAKE A DIFFERENCE.....

So rarely do we have the opportunity to do something that will have a large impact on young people and their sport. By investing in Atlantis SC, not only are you investing in a club that has grown from strength to strength over the last 4 decades, but in how it can thrive in the future and attract new swimmers from across our region.

Your sponsorship will enable us to carry out a number of projects, primarily in promoting the Club and recruiting new members of all ages.

Our current membership offers your organisation an established market place in which to promote your company. Many of our members are young working families keen to invest in the future of their children through property, education, insurance and legal protection, which is an ideal market for you to expose your brand.

The next few pages will, I hope, demonstrate the benefits to your company:

SPONSORSHIP

BENEFITS:

Our open meets and club championships offer a fantastic way to raise your company's visibility:

Competition Advertising:

- Opportunities at Meets for Company advertising: Programmes, PA, entry Wristbands. Large poolside banner for principle and Gold sponsors.
- Social Media promotion during events.
- Catchment area of competitors: Atlantis Club Championships are attended by members and would be the local area, our 3 Open meets Christmas Cracker, Sprint Meet and Summer Splash are far reaching and attended by many swimming Clubs for across the South East and London.

Website

- The Atlantis website is used by all members and potential members and is used to; attract new members, current members for news meet entry, training schedules, communication to our members, buying kit, accessing links.
- As a Club we use social media platforms including Facebook, Instagram and Twitter. We have links on the Horsham District Council, West Sussex Council, School boards, Swim England and Swim South East

Competitive Teams

- We have the Atlantis Artistic (Synchronised) Swimming Team Flamingos regularly achieving National success.
- Atlantis enter teams in the National Arena and the Sussex League rounds
- Number of spectators at these meets can be upward of 250 as they comprise of multiple swimming clubs.
- We have had numerous Newspaper articles written on our successes and a local magazine that have previously written about Atlantis and our talented squad members. We hope to achieve further press coverage in the near future.



OUR SWIMMING CLUB OFFERS:



- Current membership of 320 including 74 volunteers and coaches and 201 competitive and artistic swimming members.
- Club swimmers competing in Club Championships and in excess of 20 external competitions each year.
- Access to an average of 300 spectators per competition
- A large number of swimmers qualifying and medalling at County and Regional Championships. The Club also has swimmers that qualify to swim at the British National Championships together with a number of our elite swimmers selected by Sussex County to compete at the Inter County Championships.
- Winners of the Sussex League and for the third consecutive year. Retain position in the Premier League of the National Arena League
- Links to local swim schools and swimming programmes, including The ESSA Secondary Schools National Team Championships.
- These links with the local swimming community programmes reaches parents and businesses in the local community.

We urge you to invest in this local swimming club through opportunities outlined in this proposal. Your investment will see more tangible short term returns, association with a high profile Club and also in the health and well-being of the local community and in the development of our future potential Olympians.

SPONSORSHIP

A LITTLE BACKGROUND.....

We have been successful in fundraising projects and recently raised over £10,000. We are now looking to forge a mutual beneficial partnership with a company to ensure the future of this much loved swimming club.

- Our fundraising projects raised over £10,000 and gained favourable media coverage during a 24hour swimathon.
- These funds have paid for: 4 Coaches to continue their coaching qualifications /12 Swim Bridges/1 Backstroke Ledge £729/Replacement t-shirts for all 14 Coaches/AOE cable /mixing deck for PA sound system
- SPONSORSHIP - will ensure we are still able to offer value for money for our members in the current climate while providing the best possible standard of coaching and equipment.

Previous Fundraising was to replace the lost revenue from the Open Meets and lost fees from new members during Covid. However, we now face another challenge: Swim England recently stated that the cost of living crisis is compounding the problems caused by the pandemic. Soaring energy prices will impact recruitment due to necessary rises in membership fees that are inevitable due to pool hire increases, this will affect the number of new members we can attract to swimming and competing.





Swimming is not just a sport for life but an arena where children learn to develop important life skills such as social engagement, resilience and determination. Atlantis offers young children, adults and masters a chance to join a swimming club; to have fun, enjoy competing and benefit physically and emotionally from this rewarding sport. It is paramount that grassroots sports are able to continue and promote sport through inclusion and encompass all local communities.

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THANK YOU