



Buffalo Area Aquatics Club (BAAC)

2025-26 Sponsorship Opportunities

Become a year-round sponsor of BAAC's non-profit youth swim club to reach Western New York families from September 2025 through August 2026. Opportunities include engaging promotion via social media, swim meets and digital marketing. All donations are 100% tax deductible.

Bronze \$50

- Recognition on team website and home swim meet heat sheets
- "Thank You" post on team Facebook, Twitter and Instagram channels

Silver \$100

All Bronze benefits plus:

- Logo and hyperlink on team website home page
- Sponsor name on a team t-shirt once per season
- ¼ page advertisement in home swim meet heat sheets
- Announcement recognition at home swim meets

Gold \$250

All Bronze and Silver benefits plus:

- ½ page recognition in annual awards banquet program
- ½ page advertisement in home swim meet heat sheets
- Logo recognition on bag tag provided to all swimmers

Platinum \$500

All Bronze, Silver and Gold benefits plus:

- Full page ad in home swim meet heat sheets
- ½ page ad in annual awards banquet program (April)
- Naming right for one home swim meet
- (2) social media campaigns per season (2 months)

Diamond \$1,000

All Bronze, Silver, Gold and Platinum benefits plus:

- Full page ad in annual awards banquet program (April)
- Logo on team's championship t-shirt (two per season)
- Opportunity to distribute promotional materials to all swim team families
- Weekly logo and hyperlink mention in membership emails
- (4) social media campaigns per season (1 per quarter)

VIP \$2,500

All Bronze, Silver, Gold and Platinum benefits plus:

- (12) social media campaigns per season (monthly)



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2025-26 Social Media Opportunities

BAAC delivers an engaged social media audience of parents and teens to our social media channels with delivery on Facebook and Instagram.

Social Media Stats:

- Audience: Women 75%, Men 25% on Facebook; Women 56%, Men 44% on Instagram
- Engagement: ~1K+ followers, reach of 10,000+ and growing across all platform

Sample Social Media Monthly Campaigns with Sponsor Name integration available for Platinum, Diamond and VIP sponsorships:

➤ BAAC Birthday Club

- Social post with swimmer photos celebrating their birthday - engaging photo posts deliver high engagement and shares beyond the BAAC audience

➤ In the Fast Lane

- Social post celebrating featured swimmers reaching personal best times and achievements

➤ 5 Questions

- Fun video series of swimmers interviewing coaches, each other, parents and more!

➤ Did You Know

- Social post with fun facts about swimming, BAAC history, coaches trivia and 2021 Olympic trivia

➤ Holiday Greetings

- Incorporate your brand into our monthly holiday greetings posts

Custom campaign ideas are welcome! BAAC can also tailor your existing campaign or create a new one with your input.

For additional information, please contact:

Dana Golden
Media.baac@gmail.com



Buffalo Area Aquatics Club (BAAC) 2025-26 Sponsorship Commitment Form

Sponsor Information

Company Name: _____
Contact Name: _____
Mailing Address: _____
City, State, Zip: _____
Email: _____
Phone: _____
Referring BAAC Family: _____

Sponsorship Level

- | | | |
|---------------------------------------|--|--|
| ☐ \$50 Bronze | ☐ \$500 Platinum | ☐ Other: \$ _____ |
| ☐ \$100 Silver | ☐ \$1,000 Diamond | |
| ☐ \$250 Gold | ☐ \$2,500 VIP | |

Special Requests/Notes:

Please return this completed form with check payable to:
"Buffalo Area Aquatic Club" and mail to:

BAAC
PO Box 425
Getzville, NY 14068

Please send company logo (highest resolution possible) and URL via email to:
media.baac@gmail.com