

Everton Park Sharks Swimming Club



Sponsorship Prospectus 2026/27 season.

The Everton Park Sharks Swimming Club

1. Introduction

The Everton Park Sharks Swimming Club is a proud, family-focussed organisation dedicated to encouraging young swimmers aged between 4-17 years, of all abilities, to enjoy swimming, build their confidence and improve their skills through a relaxed and supportive environment.

We are currently seeking sponsorship partners to support our growing club and help us continue delivering high-quality programs, facilities, and opportunities for our members.

2026/27 is an exciting season for the Sharks, currently we have over 38 families and 80 children who attend and swim at our club every Friday night during term 4 and term 1 (Summer School Terms) for club meets. This year, we are expecting to grow our family membership significantly to over 50 families, with the number of children swimming reaching in excess of 100 registered swimmers.

In future seasons, the club may explore affiliation with Swimming Queensland, giving our young swimmers the opportunity to compete against other swimming clubs.

2. About Us

The Everton Park Sharks Swimming Club is a vibrant club within the local community, being a non-profit sub-committee of the Everton Park State School P&C Association. Our committee & officials are all volunteers, striving to deliver enjoyable swimming meets each Friday evening through October to March, including our popular canteen service.

Families can expect;

- Encouraging & safe environment where swimmers can measure & continue to improve on their skills
- Strong family connections and involvement week to week
- Opportunity to further develop race skills through Swimming Queensland association with development & transition meets, as warranted by the Club
- Focus on personal growth, teamwork, fun and sportsmanship

Everton Park Sharks Swimming Club



Our club is more than just a sporting group — it is a hub for connection, development, and community pride.

3. The Opportunity

Partnering with the Everton Park Sharks offers businesses a unique opportunity to connect with a loyal and engaged local audience.

- Regular swim meets, club nights, and community events
- Ongoing interaction with families, spectators, local businesses, potential clients
- Brand visibility across uniforms, events, digital platforms, club handbook and fence signage, providing exposure to the wider school community.
- Positive association with youth development, health, and community values

Your support directly contributes to improving resources, coaching, team uniforms, opportunities for our swimmers and overall club experience.

4. Audience Profile

Our club connects with an active and engaged audience:

- Local families and young people
- Active, community-minded families
- Consistent event attendees and supporters
- Strong parental involvement and engagement
- Local businesses and networks
- The wider community
- Support and engagement of Local Government

This provides sponsors with meaningful, repeated exposure within the local community.

5. Sponsorship Packages

We offer four flexible sponsorship tiers designed to suit a range of budgets and exposure goals.

Platinum Sponsor – \$3,000

Our premier partnership level, offering maximum visibility and brand impact.

Everton Park Sharks Swimming Club



- Exclusive business name placement on the front of club polo shirts, t-shirts, and singlets
- Major logo placement on additional club uniforms and merchandise
- Premium signage at all club events and swim meets
- Featured promotion across social media and club newsletters and club website
- Recognition at all events and presentations
- Opportunity for naming rights (events, awards, or programs)
- Direct engagement opportunities with members and families

This premium placement ensures your brand is highly visible throughout the season to families, spectators, and the wider community.

Gold Sponsor – \$2000

A high-visibility partnership offering strong and consistent exposure.

- Business name placement on the upper back of club polo shirts, t-shirts, and singlets
- Prominent logo placement on club materials and merchandise
- Regular promotion across social media platforms
- Recognition at club events and presentations
- Logo featured on club website and communications

A strong branding opportunity with regular visibility across club activities and events.

Silver Sponsor – \$1000

Reliable exposure within the club environment.

- Business name / logo placement on the sleeve of club polo shirts and t-shirts
 - Logo placement on club website and newsletters
 - Social media acknowledgement
 - Recognition during weekly meets
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Bronze Sponsor – \$800

An accessible entry-level partnership.

- Business name listed in club communications
- Acknowledgement on social media
- Recognition within the club community and weekly meets

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6. In-Kind (Non-Financial) Sponsorship Opportunities

The Everton Park Sharks Swimming Club also welcomes non-financial sponsorship through the provision of goods and services to support our events and activities.

Examples include:

- Donations of BBQ items such as meats, sausages, and burgers
- Food and beverage supplies for club nights and special events
- Raffle prizes or giveaway items
- PB rewards such as freddos or icypoles
- Equipment or services that support club operations

In-kind sponsors will receive recognition aligned with the value of their contribution, which may include:

- Acknowledgement on social media
- Recognition at club events and announcements
- Inclusion in club newsletters and communications

These partnerships provide a practical and impactful way for local businesses to support grassroots sport while gaining valuable exposure.

7. Why Partner With Us

- Strong local presence in Everton Park and surrounding suburbs
- Trusted, family-focussed community organisation
- Direct connection to local families and youth
- Positive brand alignment with health, sport, and development
- Excellent opportunities to connect and network with other businesses, potential clients and the wider community.
- The peace of mind that your sponsorship and contributions will directly support current and future young swimmers reach their potential and have the resources while being a part of a family and community focused swimming club and most of all, being active and have fun.

The Everton Park Sharks swimming club operates as a sub-committee of the Everton Park State School P&C Association.

- The club is run on a non-profit basis
- All committee members and officials are volunteers
- Club activities operate under the EPSS P&C Constitution

Everton Park Sharks Swimming Club



Your partnership plays a vital role in supporting the growth and success of our swimmers.

8. Contact Us

To discuss sponsorship opportunities, please contact:

Dean Jenkins
Partnership & Sponsor Manager

Or

Paul Moloney
Club Secretary

Email: evertonparksharks@gmail.com

Website – evertonparksharks.com

9. Closing

We invite you to partner with the Everton Park Sharks Swimming Club and be part of a positive, growing community. Together, we can create meaningful opportunities for our young swimmers while delivering valuable exposure for your business.

Thank you for considering sponsorship of the Everton Park Sharks Swimming Club, we hope to partner with you in the near future.

Sincerely,

Everton Park Sharks Swimming Club