



## Local Partner Program

### **What is *Make a Splash*?**

*Make a Splash* is a national child-focused water safety initiative created by the USA Swimming Foundation to save lives.

Launched in 2007, *Make a Splash* works by aligning the nation's top learn-to-swim resources in an effort to save lives. *Make a Splash* educates parents through a national awareness campaign, saves lives by joining forces with grassroots learn-to-swim programs and reaches thousands of children through wide-reaching in-school materials.

### **The Opportunity**

Since the launch of the *Make a Splash* initiative, organizations throughout the US have pro-actively reached out to USA Swimming to find out how they can participate in *Make a Splash*. One of the guiding principles of *Make a Splash* is to spread the word and mission of the USA Swimming Foundation to EVERY community in the nation. In order to reach the widest audience possible, *Make a Splash* will partner with USA Swimming member clubs and non-member organizations. To make the most of this exciting opportunity, we have created the Local Partner program.

### **The Plan**

Develop a nationwide network of community organizations and programs to join the USA Swimming Foundation in activating the *Make a Splash* initiative. These "Local Partners" will make up the system of providers that deliver *Make a Splash* programs.

### **The Benefits**

By building this network and creating an inviting and well-publicized campaign, we believe that - together with our Local Partners - we can:

1. Reduce drowning
2. Increase participation of under-represented populations in the sport of swimming
3. Expand the use swimming as a means to lifetime health and fitness

In addition, the Local Partner program will help create a national reporting structure to track and monitor results, as well as build relationships with tested local partners that could lead to additional program opportunities.

### **Why Should My Local Program Make a Splash?**

The Local Partner program provides the opportunity to make a difference in your community using the power of *Make a Splash*. The *Make a Splash* campaign will help you locally to:

- Expand awareness about the importance of water safety and the need to learn to swim
- Make your learn-to-swim program services become more visible in your community.

The specific benefits of partnering with the USA Swimming Foundation are numerous. We share the common goal of saving lives and getting kids more fit. Your program can take advantage of these great Local Partner benefits:

- Utilize the *Make a Splash* name and branding in your community to help drive awareness for your learn-to-swim and aquatic programs
- Participate in an on-going, national marketing and public relations campaign along with the USA Swimming Foundation and its corporate and aquatic partners.
- Receive a FREE promotional kit of materials to use in your community to include:
  - ? Program Overview – facts and figures to show your community why this initiative is important
  - ? CD that includes flyer templates, posters, ways-to-get-involved checklist, images, press release templates, logo artwork and logo usage guidelines
  - ? 20 *Make a Splash* promotional flyers
  - ? 20 laminated Water Watcher cards
  - ? 100 *Make a Splash* tattoos
  - ? 2 *Make a Splash* Banners to hang in your facility
  - ? Pre-produced, 30-second TV commercials (PSAs)
  - ? Marketing and programming ideas
  - ? Opportunity to purchase additional *Make a Splash* materials at cost
- Access to a national learn-to-swim general liability insurance program with attractive rates
- Enhanced ability to raise funds in your community to help provide “scholarships” to children from economically-disadvantaged populations
- Potential to apply for future grant dollars and/or scholarship support

### **Who Can Be a Local Partner?**

The *Make a Splash* Local Partner program is geared toward small and large community programs across the U.S. We envision participation by the following groups and more:

- USA Swimming member clubs
- YMCAs
- Learn-to-Swim Programs
- Boys & Girls Clubs
- Parks & Recreation Departments
- Summer League Programs
- School Districts
- You!

### **Program Requirements**

We have some basic guidelines for Local Partners to get involved, such as having insurance coverage, current instructor certifications and being a current member of a national learn-to-swim organization. If you have created your own independently-developed program and curriculum, we can work together as well.

To accomplish the goal of providing kids from economically-disadvantaged backgrounds the opportunity to learn to swim, it is our goal that at least 5% of the program lessons

you offer be dedicated to children from economically-disadvantaged populations, with free or reduced fees to encourage participation and provide opportunities.

Two of the key objectives of the Local Partner program are drowning prevention and expanding the participation of underrepresented populations in swimming. So, it is very important that we evaluate progress. The Local Partners will play a critical role by reporting back key information that will help measure the success of the program and help us understand who took advantage of the program.

### **Promotional Support**

By participating as a Local Partner, your program can take advantage of the marketing and promotional support provided by USA Swimming and the USA Swimming Foundation and be part of an overall, national campaign. Just imagine having marketing materials professionally created for your learn-to-swim program and then allowing you to customize those materials with local information! Become part of the national campaign that includes:

- Marketing campaigns with some of the world's top companies, such as Toyota, ConocoPhillips, Hilton, Speedo and more!
- Promotions with the nation's leading retailers
- TV support through commercials during USA Swimming events and national and local special advertising campaigns
- National and local online ad campaigns
- Public relations campaigns supported by a PR agency and the USA Swimming Foundation staff to raise awareness
  - ? Past news coverage has appeared in the New York Times, the Wall Street Journal, and even the Mini Page targeted at kids through thousands of local newspapers
- Direct mail to raise awareness for the program
- Sweepstakes promotions
- National public appearances from campaign spokespeople
- *Make a Splash* promotional displays at national-level swimming events to promote the program

### **How to Get Started**

For more information on the Local Partner program and how to get involved, please contact Kim O'Shea at [koshea@usaswimming.org](mailto:koshea@usaswimming.org) or call 719-866-4578.

***Make a Splash in your community today!***  
[makeasplash@usaswimming.org](mailto:makeasplash@usaswimming.org)