



On August 11, 2018, The Watershed Center Grand Traverse Bay will hold its third annual **SWIM FOR GRAND TRAVERSE BAY**, a 2-mile point-to-point open water swim celebrating clean, healthy water.



### 2017 EVENT HIGHLIGHTS

74 swimmers and paddlers in the water

More than 20 sponsors provided financial or in-kind support

Close to 40 volunteers on the ground or in the water

Total raised: \$23,580 from 428 individual donors — an increase of 27% from 2016!

We look forward to the third annual **SWIM FOR GRAND TRAVERSE BAY** on August 11, 2018 and hope you will join us.

**THE WATERSHED CENTER GRAND TRAVERSE BAY** advocates for clean water in Grand Traverse Bay and acts to protect and preserve its watershed. Our nearly 1,000-square-mile watershed includes more than 50 townships/municipalities in Grand Traverse, Leelanau, Antrim, and Kalkaska counties.

The **SWIM FOR GRAND TRAVERSE BAY** is our largest fundraiser and supports the work we do to protect our region’s most precious natural resource and encourage behavior change that makes and keeps our water clean.



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# SWIM FOR GRAND TRAVERSE BAY

## 2018 SPONSORSHIP OPPORTUNITIES



We are partnering with regional broadcast media outlet [MacDonald Garber Broadcasting, 9 & 10 News](#), and [UpNorth Media](#) to have prime radio, television, and print advertising for the event in the the entire northwestern Michigan region.

We are actively seeking additional print and media sponsors for advertising in regional newspapers, magazines, television, outdoor event listserves, and travel Michigan websites.



Our partnership with the Grand Traverse Bay YMCA provides local swimmers with free weekly open water swimming opportunities, course preview, and access to a coached swim series and other Y Triathlon program training.

The Swim for Grand Traverse Bay, a Waterkeeper Alliance SPLASH Series event presented nationally by Toyota, aims to strengthen our community's connection to Grand Traverse Bay and its watershed. The SPLASH Series and its events act as a vehicle to educate local communities on how important it is for them to take an active role in protecting this vital resource. For more information on the SPLASH Event Series, presented nationally by Toyota, please visit [www.splashseries.org](http://www.splashseries.org).

This event is endorsed by:




The Swim for Grand Traverse Bay is a Pure Michigan Fitness event and is endorsed by the Michigan Fitness Foundation.

### 2017 MEDIA HIGHLIGHTS

FACEBOOK

- 434 likes
- 16,914 people reached

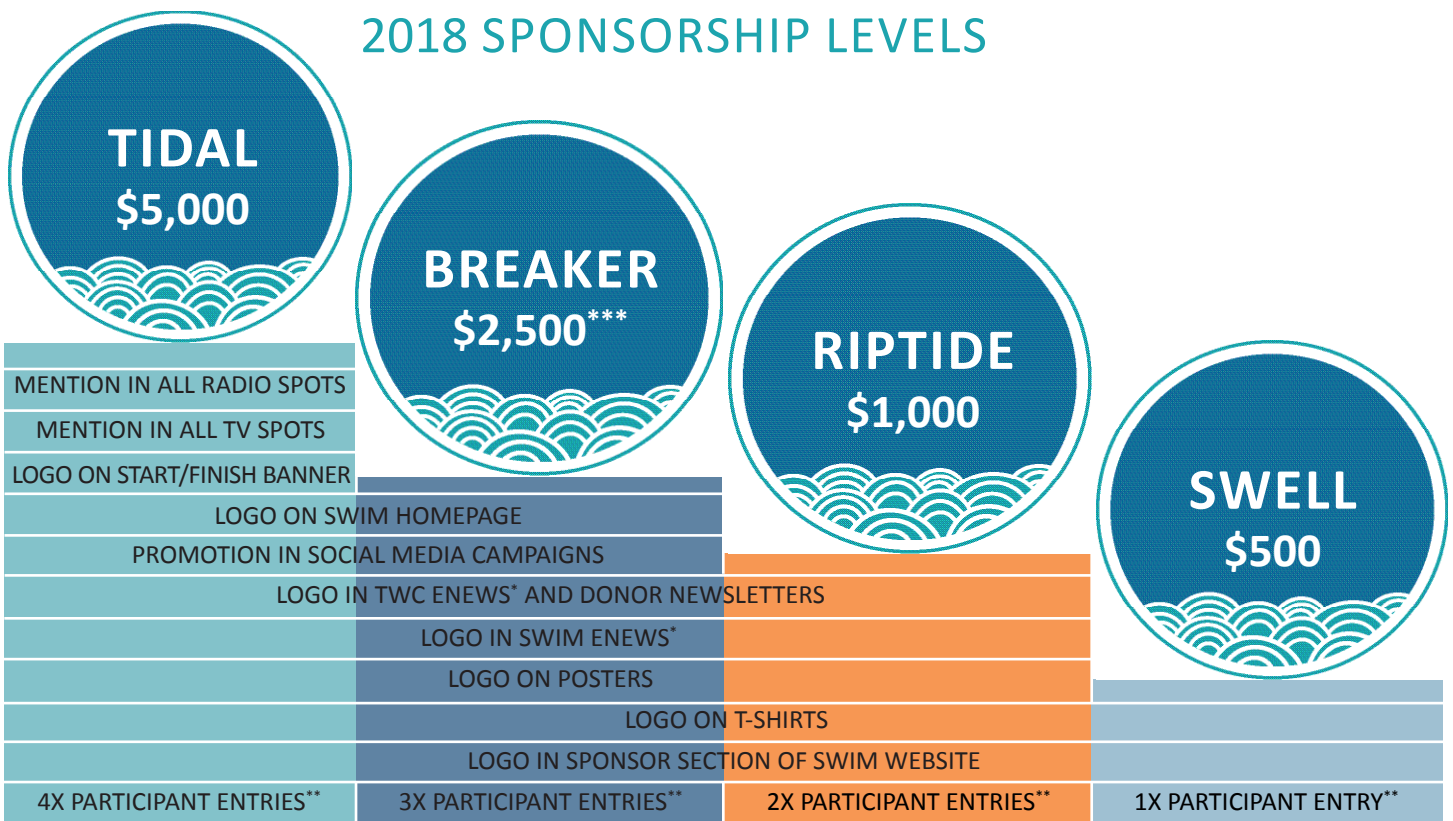
SWIMFORGTBAY.COM

- 3,300 users
- 4,600 sessions
- 6,900 page views

LOCAL MEDIA

- 1 pre-event television interview
- 2 pre-event radio interviews
- 2 outlets covered the event

## 2018 SPONSORSHIP LEVELS



\*TWC and Swim ENews sent to approximately 3,500 subscribers.  
 \*\*Fundraising requirements still apply to all free participant admissions.  
 \*\*\* Allows exclusive rights as your industry's sole sponsor.