



ISHOF PLATINUM SPONSOR

Reach Over 1 Million Every Month

\$75,000 per year*

- *(\$56,250) -25% Discount During Renovation Period
- 4-year Commitment
- First Year Opt-Out

Company Recognition and Exposure at ISHOF Museum and Events

- Corporate exhibit at International Swimming Hall of Fame for life of sponsorship
- Exclusive Platinum sponsor signage at ISHOF museum entrance and all ISHOF events
- **NEW** Prominent placement of Platinum sponsor title and logo on ISHOF and Swimming World content, press releases, and media platforms
- Recognition as Platinum sponsor during the Induction ceremony and on all Induction communication materials
- VIP table for 10 at Annual Induction Ceremony and Weekend VIP package, plus 10 VIP tickets to all other ISHOF events

Exclusive Sponsor Benefits

- Opportunity to provide one premium item/gift along with marketing materials at ISHOF events
- **NEW** Use of ISHOF logo with tagline "Endorsed by the International Swimming Hall of Fame"
- Access to Hall of Fame facilities for company meetings, photo opportunities, press conferences, and banquet facilities*

Corporate ISHOF Membership

- ISHOF swag package: ISHOF pin and vintage ISHOF patch (Limited Edition), ISHOF apparel
- Swimming World Content Access: 12-month subscription to the Swimming World Vault back to 1960 and ISHOF annual yearbook
- For everyone in your organization: 10% off at the museum store and online Swim Shop, monthly member ISHOF eNewsletter

Swimming World Media Benefits - 40 Digital Magazines and 5 Multi-Media Platforms

- Best premium global digital advertising position on SwimmingWorld.com and ISHOF.org
- Highly visible digital sponsor of a Swimming World "News Channel"
- 12 ad placements in newsletter(s) of choice
- First choice of editorial content sponsorship on SwimmingWorld.com
- Customized social media campaigns on Facebook, Twitter, and Instagram
- Unlimited press releases posted on ISHOF/SW multimedia platforms
- All company press releases and news published by SwimmingWorld.com will be aggregated on dedicated brand digital landing page on SwimmingWorld.com with fully customizable messaging, graphics, and links
- Exclusive *Swimming World Magazine* - Inside front (2-page spread) position on all print and digital versions with **NEW** link to company website or product - 12 issues
- Exclusive *Swimming World Biweekly* - Inside front (2-page spread) position on all digital issues with link to company website or product - 24 issues
- Exclusive *Swimming Technique Magazine* - Inside front (2-page spread) position in digital issues with link to company website or product - 4 quarterly issues
- Full page ad and listing in Swimming World annual Aquatic Directory (July)
- Full page ads in Swimming World print and digital Holiday Gift Guide (October, November, and December), plus 3-month marketing package
- Best premium full page ad in ISHOF Annual Yearbook and Induction programs

*Photography access may require proof of insurance and some city fees if off site



ISHOF GOLD SPONSOR

Reach Over 800k Per Month

\$60,000 per year*

*(\$45,000) -25% Discount During

Renovation Period

4-year Commitment - First Year

Opt-Out

Company Recognition and Exposure at ISHOF Museum and Events

- **NEW** Product display at International Swimming Hall of Fame for life of sponsorship
- Sponsor signage at ISHOF museum entrance and all ISHOF events
- Prominent placement of sponsor title and logo on ISHOF and Swimming World content, press releases, and media platforms
- Table for 10 at Annual Induction Ceremony and Weekend VIP package, plus 10 VIP tickets to all other ISHOF events

Exclusive Sponsor Benefits

- Opportunity to provide one premium item/gift along with marketing materials at ISHOF events
- Use of ISHOF logo with tagline "Endorsed by the International Swimming Hall of Fame"
- Access to Hall of Fame facilities for photo opportunities *

Corporate ISHOF Membership

- ISHOF swag package: ISHOF pin and vintage ISHOF patch (Limited Edition), ISHOF apparel
- Swimming World Content Access: 12-month subscription to the Swimming World Vault back to 1960 and ISHOF annual yearbook
- For everyone in your organization: 10% off at the museum store and online Swim Shop, monthly member ISHOF eNewsletter

Swimming World Media Benefits - 40 Digital Magazines and 5 Multi-Media Platforms

- **NEW** Customized social media campaigns on Facebook, Twitter, and Instagram
- Choice of Editorial content sponsorship on SwimmingWorld.com
- Unlimited press releases posted on ISHOF/SW multimedia platforms
- All company releases and news published by SwimmingWorld.com will be aggregated on dedicated brand digital landing page on SwimmingWorld.com with fully customizable messaging, graphics, and links
- **NEW** 6 ad placements in newsletter(s) of choice
- Rotating home page advertising position on SwimmingWorld.com and ISHOF.org
- Rotating block ad on every article published on SwimmingWorld.com on both desktop and mobile platforms
- Highly visible sponsor of a Swimming World "News Channel"
- 12 *Swimming World Magazine* print and digital issues - Premium position for 2-page monthly spread with link to corporate website or product
- 24 *Swimming World Biweekly* digital issues - Premium position for 2-page spread with link to company website or product
- 4 *Swimming Technique Magazine* digital issues - Premium position for full-page ad with link to company website or product
- Full page ad and listing in Swimming World annual Aquatic Directory (July)
- Half-page ad in Swimming World Holiday Gift Guide (October, November, and December), plus 3-month marketing package
- Premium position for full page ad in ISHOF Annual Yearbook and Induction programs

*Photography access may require proof of insurance and some city fees if off site



ISHOF SILVER SPONSOR

Reach Over 650k Per Month

\$45,000 per year*
*(\$33,750) -25% Discount During
Renovation Period
4-year Commitment - First Year
Opt-Out

Company Recognition and Exposure at ISHOF Museum and Events

- Product display at International Swimming Hall of Fame for life of sponsorship
- Sponsor signage at ISHOF museum entrance and all ISHOF events
- Prominent placement of sponsor title and logo on ISHOF and Swimming World content, press releases, and media platforms
- Table for 10 at Annual Induction Ceremony and Weekend VIP package, plus 10 VIP tickets to all other ISHOF events

Exclusive Sponsor Benefits

- Opportunity to provide one premium item/gift along with marketing materials at ISHOF events
- Use of ISHOF logo with tagline "Endorsed by the International Swimming Hall of Fame"
- **NEW** Access to Hall of Fame facilities for company meetings, photo opportunities, press conferences, and banquet facilities*

Corporate ISHOF Membership

- ISHOF swag package: ISHOF pin and vintage ISHOF patch (Limited Edition), ISHOF apparel
- Swimming World Content Access: 12-month subscription to the Swimming World Vault back to 1960 and ISHOF annual yearbook
- For everyone in your organization: 10% off at the museum store and online Swim Shop, monthly member ISHOF eNewsletter

Swimming World Media Benefits

- Monthly social media posts (Instagram, Facebook, and Twitter)
- Rotating home page advertising position on SwimmingWorld.com and ISHOF.org
- Rotating block ad on every article published on SwimmingWorld.com's desktop and mobile platforms
- Rotating button ad on every article published on SwimmingWorld.com desktop
- Highly visible sponsor of a Swimming World "News Channel"
- **NEW** Choice of editorial content sponsorship on SwimmingWorld.com
- 12 *Swimming World Magazine* print and digital issues - Full page monthly ad in print and digital issues with link to corporate website or product
- 24 *Swimming World Biweekly* digital issues - Full page ad in digital issues with link to company website or product
- 4 *Swimming Technique Magazine* digital issues - Full page ad in quarterly digital issues with link to company website or product
- Full page ad and listing in Swimming World annual Aquatic Directory (July)
- 1/4-page ad in Swimming World Holiday Gift Guide (October, November, and December), plus 3-month marketing package
- Full page ad in ISHOF Annual Yearbook and Induction programs
- Unlimited press releases posted on ISHOF/SW multimedia platforms
- All company releases and news published by SwimmingWorld.com will be aggregated on dedicated brand landing page on SwimmingWorld.com with fully customizable messaging, graphics, and links

*Photography access may require proof of insurance and some city fees if off site



ISHOF BRONZE SPONSOR

Reach Over 500k Per Month

\$30,000 per year*

*(\$22,500) -25% Discount During Renovation Period

4-year Commitment - First Year Opt-Out

Swimming World Media Benefits

- Monthly social media posts (Instagram, Facebook, and Twitter)
- Unlimited press releases posted on ISHOF/SW multimedia platforms
- **NEW** All company releases and news published by SwimmingWorld.com will be aggregated on dedicated brand landing page on SwimmingWorld.com with fully customizable messaging, graphics, and links
- Rotating home page advertising position on SwimmingWorld.com and ISHOF.org
- Rotating block ad on every article published on SwimmingWorld.com's desktop and mobile platforms
- Highly visible sponsor of a Swimming World "News Channel"
- Choice of Editorial content sponsorship on SwimmingWorld.com
- 12 *Swimming World Magazine* - 2 half page monthly ads in print and digital issues with link to corporate website or product
- 24 *Swimming World Biweekly* - 2 half page ads in digital issues with link to company website or product
- 4 *Swimming Technique Magazine* - 2 half page ads in quarterly digital issues with link to company website or product
- Full page ad and listing in Swimming World annual Aquatic Directory (July)
- 1/4-page ad in Swimming World Holiday Gift Guide (October, November, and December), plus 3-month marketing package
- Half page ad in ISHOF Annual Yearbook and Induction programs

Company Recognition and Exposure at ISHOF Museum and Events

- Sponsor signage at ISHOF museum entrance and all ISHOF events
- Prominent placement of sponsor title and logo on ISHOF and Swimming World content, press releases, and media platforms
- Table for 10 at Annual Induction Ceremony and Weekend VIP package, plus 10 VIP tickets to all other ISHOF events

Exclusive Sponsor Benefits

- Opportunity to provide one premium item/gift along with marketing materials at ISHOF events
- Use of ISHOF logo with tagline "Endorsed by the International Swimming Hall of Fame"
- Access to Hall of Fame facilities for photo opportunities *

Corporate ISHOF Membership

- ISHOF swag package: ISHOF pin and vintage ISHOF patch (Limited Edition), ISHOF apparel
- Swimming World Content Access: 12-month subscription to the Swimming World Vault back to 1960 and ISHOF annual yearbook
- For everyone in your organization: 10% off at the museum store and online Swim Shop, monthly member ISHOF eNewsletter

**Photography access may require proof of insurance and some city fees if off site*



ISHOF MEDALLION SPONSOR

\$20,000 per year
4-year Commitment

Company Recognition and Exposure at ISHOF Museum and Events

- Sponsor signage at ISHOF museum entrance and all ISHOF events
- Prominent placement of sponsor title and logo on ISHOF and Swimming World content, press releases, and media platforms
- Table for 10 at Annual Induction Ceremony and Weekend VIP package

Exclusive Sponsor Benefits

- Opportunity to provide one premium item/gift along with marketing materials at ISHOF events
- Access to Hall of Fame facilities for photo opportunities *

Corporate ISHOF Membership

- ISHOF swag package: ISHOF pin and vintage ISHOF patch (Limited Edition), ISHOF apparel
- Swimming World Content Access: 12-month subscription to the Swimming World Vault back to 1960 and ISHOF annual yearbook
- For everyone in your organization: 10% off at the museum store and online Swim Shop, monthly member ISHOF eNewsletter

Swimming World Media Benefits

- Unlimited press releases posted on ISHOF/SW multimedia platforms
- Rotating home page advertising position on SwimmingWorld.com and ISHOF.org
- Rotating block ad on every article published on SwimmingWorld.com's desktop and mobile platforms
- Rotating button ad on every article published on SwimmingWorld.com desktop
- **NEW** Bi-monthly social media posts (Instagram, Facebook, and Twitter)
- 12 *Swimming World Magazine* - Half page monthly ad and 1/6 page Swim Mart ad in print and digital issues with link to corporate website or product
- 24 *Swimming World Biweekly* - Half page ad in digital issues with link to company website or product
- **NEW** 4 *Swimming Technique Magazine* - Half page ad in digital issues with link to company website or product
- Half-page ad and listing in Swimming World annual Aquatic Directory (July)
- 1/4-page ad in Swimming World Holiday Gift Guide (October, November, and December), plus 3-month marketing package
- Half page ad in ISHOF Annual Yearbook and Induction programs

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ISHOF HONOREE SPONSOR

\$10,000 per year
1-year Commitment

Swimming World Media Benefits

- Rotating home page advertising position on SwimmingWorld.com and ISHOF.org
- Quarterly social media posts (Instagram, Facebook, and Twitter)
- 12 *Swimming World Magazine* - 1/4-page monthly ad in print and digital issues with link to corporate website or product
- 24 *Swimming World Biweekly* - 1/4-page ad in digital issues with link to company website or product
- 1/4-page ad and listing in Swimming World annual Aquatic Directory (July)
- 1/4-page ad in Swimming World Holiday Gift Guide (October, November, and December), plus 3-month marketing package
- 1/4-page ad in ISHOF Annual Yearbook and Induction programs

Company Recognition and Exposure at ISHOF Museum and Events

- Sponsor signage at ISHOF museum entrance and all ISHOF events
- Prominent placement of sponsor title and logo on ISHOF and Swimming World content, press releases, and media platforms
- 5 person Annual Induction Weekend VIP package

NEW Corporate ISHOF Membership

- ISHOF swag package: ISHOF pin and vintage ISHOF patch (Limited Edition), ISHOF apparel
- Swimming World Content Access: 12-month subscription to the Swimming World Vault back to 1960 and ISHOF annual yearbook
- For everyone in your organization: 10% off at the museum store and online Swim Shop, monthly member ISHOF eNewsletter