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.
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 entire northwestern Michigan region.

We are actively seeking additional print and media sponsors for advertising in regional newspapers, magazines, television, outdoor event list services, 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.

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

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

2018 SPONSORSHIP LEVELS

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<td>TIDAL</td>
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- MENTION IN ALL RADIO SPOTS
- MENTION IN ALL TV SPOTS
- LOGO ON START/FINISH BANNER
- LOGO ON SWIM HOMEPAGE
- PROMOTION IN SOCIAL MEDIA CAMPAIGNS
- LOGO IN TWC ENEWS* AND DONOR NEWSLETTERS
- LOGO IN SWIM ENEWS*
- LOGO ON POSTERS
- LOGO ON T-SHIRTS
- LOGO IN SPONSOR SECTION OF SWIM WEBSITE
- 4X PARTICIPANT ENTRIES**
- 3X PARTICIPANT ENTRIES**
- 2X PARTICIPANT ENTRIES**
- 1X PARTICIPANT ENTRY**

*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.

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www.swimforgtbay.com | info@swimforgtbay.com | 231.935.1514