

About the Swim for Grand Traverse Bay

The 2024 Swim for Grand Traverse Bay will take place on Saturday, August 10th, 2024. Swimmers will follow an out-and-back course from Greilickville Harbor Park, swimming two miles in open water in West Grand Traverse Bay. The event is The Watershed Center's largest fundraising event, raising critical funds through business sponsorships and swimmer fundraising to protect our region's most precious natural resource.



\$93,527 raised to-date

100+ volunteers

100+ swimmers & paddlers

100+ event onlookers

\$150 swimmer fundraising minimum

Anticipated Reach



600+ @Swim4GTBay
Followers Facebook



4,200+ @GTBay
Followers Facebook



1,600 page
views/ month swimforgtbay.org



3,800+ The Watershed Center
subscribers eNewsletter

About The Watershed Center

The Watershed Center advocates for clean water in Grand Traverse Bay and acts to protect and preserve the bay's watershed. The funds raised through this event support our year-round efforts to restore deteriorated waterways, work alongside communities to promote policies that protect our water, and monitor local rivers, lakes, and beaches for emerging threats.



swimforgtbay.org | [@swim4gtbay](https://www.facebook.com/swim4gtbay) | 231.982.9729 | mhandke@gtbay.org



2024 SPONSORSHIP LEVELS



- Industry exclusivity
- Logo on start/finish banners
- Company information included in swimmer packets**
- Logo on t shirt
- Logo in TWC eNews
- Logo on event posters
- Attendance for 4 at post swim pancake breakfast
- 4x participant entry,* including a swimmer spotlight
- Tag in Tidal sponsor post on TWC Facebook page
- Logo on sponsor page of event website
- Recognition on TWC 2024 donor honor roll
- Logo displayed in all Swim e newsletters

- Company information included in swimmer packets**
- Logo on t shirt
- Logo in TWC eNews
- Logo on event posters
- Attendance for 3 at post swim pancake breakfast
- 3x participant entry,* including a swimmer spotlight
- Tag in Breaker sponsor post on TWC Facebook page
- Logo on sponsor page of event website
- Recognition on TWC 2024 donor honor roll
- Logo displayed in all Swim e newsletters

- Attendance for 1 at post swim pancake breakfast
- 2x participant entry,* including a swimmer spotlight
- Tag in Riptide sponsor post on TWC Facebook page
- Logo on sponsor page of event website
- Recognition on TWC 2024 donor honor roll
- Logo displayed in all Swim e newsletters

- 1x participant entry,* including a swimmer spotlight
- Tag in Swell sponsor page on TWC Facebook page
- Logo on sponsor page of event website
- Recognition on TWC 2024 donor honor roll
- Logo displayed in all Swim e newsletters

- Logo on sponsor page of event website
- Recognition on TWC 2024 donor honor roll
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*Fundraising requirements still apply to all free participant admissions **Materials must be provided by sponsor

swimfortgbay.org | [@swim4gtbay](https://twitter.com/swim4gtbay) | 231.982.9729



A fundraising event benefiting The Watershed Center Grand Traverse Bay.

Thank you for supporting our beautiful lakes, rivers, and beaches by sponsoring the 2024 Swim for Grand Traverse Bay!

Business Name: _____

Contact Name: _____

Phone: _____ Email: _____

Address: _____

City, State, Zip: _____

Please circle your sponsorship level:



Payment options:

Credit Card

Number: _____

Exp: _____ CVV: _____

Check Payable To:

The Watershed Center
13170 S. West Bay Shore Dr., Ste 102
Traverse City, MI 49684

Invoice

Please email / mail (circle one) an invoice to the address above to issue payment.

Sponsorship Deadline: March 15, 2024

Questions? Please contact:
Michelle Handke | Director of Philanthropy | mhandke@gtbay.org | 231.982.9729

Follow the action at: swimfortgbay.org | [@swim4gtbay](https://twitter.com/swim4gtbay) | gtbay.org