

About the Swim for Grand Traverse Bay

The 2025 Swim for Grand Traverse Bay will take place on Saturday, August 9th, 2025. Swimmers will follow a 2-mile out-and-back course in the open waters of Suttons 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.



\$178,000 raised to-date

40+ volunteers

110+ swimmers & paddlers

150+ event onlookers

\$150 swimmer fundraising minimum



Anticipated Reach



692+ @Swim4GTBay
followers Facebook



4,300+ @GTBay
followers Facebook



3,900 page
views/ month swimforgtbay.org



3,700+ 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.instagram.com/swim4gtbay) | 231.282.9729 | mhandke@gtbay.org



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, 2025

Questions? Please contact:
Michelle Handke | Director of Philanthropy | mhandke@gtbay.org | 231.282.9729

Follow the action at: swimforgtbay.org | @swim4gtbay | gtbay.org