

## About the Swim for Grand Traverse Bay

The 2026 Swim for Grand Traverse Bay will take place on Saturday, August 8th, 2026. Swimmers will follow a point-to-point course from Greilickville Harbor Park to Volleyball Beach, 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.



**\$256k+** raised to-date

**100+** volunteers

**135+** swimmers & paddlers

**200+** event onlookers

**\$250** swimmer fundraising minimum

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## Anticipated Reach



**800+** @Swim4GTBay  
**Followers** Facebook



**4,600+** @GTBay  
**Followers** Facebook



**1,748 page**  
**views/ month** swimforgtbay.org



**3,500+** The Watershed Center  
**subscribers** eNewsletter

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## 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 | 231.282.9729 | mhandke@gtbay.org

# 2026 Sponsorship Levels

Benefiting: The Watershed Center Grand Traverse Bay  
Deadline: April 3, 2026



## TIDAL \$5,000

- Industry exclusivity
- Logo displayed on event flyers
- Your business' sponsor interview featured in TWC e-newsletter
- Credited in Tidal sponsor post on TWC's social media
- Credited in marketing for pre-Swim for GT Bay pop-up events

## BREAKER \$2,500

- Credited in event press releases (3-4)
- Individual recognition post on Swim for GT Bay social media
- Logo printed on event t-shirts
- Your business' sponsor interview featured on TWC & Swim for GT Bay social media

## RIPTIDE \$1,000

- Business materials included in swimmer packets\*
- Credited in Riptide sponsor post on Swim for GT Bay social media
- Credited in a TWC e-news
- Complimentary attendance at event's pancake breakfast

*\*Materials must be provided by the sponsor*

## SWELL \$500

- Credited in Swim for GT Bay event program & registrant packets
- Logo displayed in all Swim for GT Bay e-newsletters
- Invitation to Swim Open House event
- Logo displayed on Swim for GT Bay website
- Recognized at event during post-Swim for GT Bay awards ceremony

Sponsors receive the benefits exclusive to their level in addition to the benefits of lower tiers.

*Want to support healthy water, but don't see a sponsorship level that fits your business' capacity or goals?  
Reach out to explore more opportunities.*



*A fundraising event benefiting The Watershed Center Grand Traverse Bay.*

Thank you for supporting our beautiful lakes, rivers, and beaches by sponsoring the 2026 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  
420 E. Front St., Ste 200  
Traverse City, MI 49686

Invoice

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

**Sponsorship pledge deadline:**

**April 3, 2026**

**Payment is not required at time of deadline**

Questions? Please contact:

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