



GLOBAL SWIM SERIES

2017/18 ADVERTISING PACKAGE





CONTENT

INTRODUCTION 02

SOCIAL MEDIA 06

RATE CARD 07

PARTNERSHIP OPPORTUNITIES 08

CONTACT US 09





GLOBAL SWIM SERIES



Our Goal

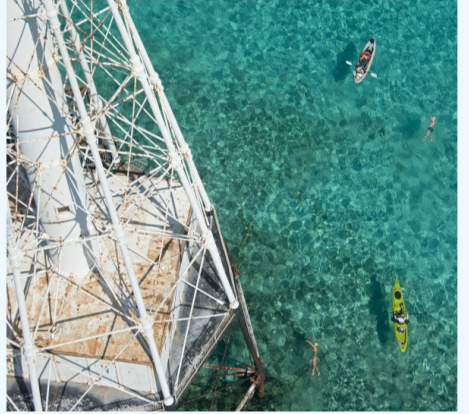
The Global Swim Series is the largest swim series in the world. Our goal is to grow this exciting and increasingly popular sport by providing safe, competitive and fun events around the world.

Founded in 2014 the Global Swim Series has grown rapidly with over 100 races in over 30 countries as of June 2017.

Partnership Opportunities

The Global Swim Series or GSS has quickly established itself as the go-to reference and open water portal for athletes of all abilities when it comes to finding a swim race around the globe.

Our global coverage of races, results, and our unique global rankings system drives viewership and gives swimmers a chance to have fun and compete with one another from all around the globe.



OVER 100 INCREDIBLE RACES TO HAVE YOUR BRAND ASSOCIATED WITH!

Featuring races in:

Canada
USA
Mexico
Haiti
Turks & Caicos
Cayman Islands
St Kitts & Nevis
Barbados
Bermuda

South Africa
Morocco
United Arab Emirates
England
Ireland
Northern Ireland
Greece
Austria
Croatia

Spain
Brazil
Australia
New Zealand
Russia
Samoa
Philippines

GSS RACES ARE HELD IN ICONIC LOCATIONS



Alcatraz Island, USA



Lough Key Castle, Ireland



Bondi Beach, Australia



Burj al Arab Hotel, UAE



The Sahara Desert, Morocco



Robben Island, South Africa

50,000+ Swimmers take part in a GSS race every year!

Female Wetsuit Champion



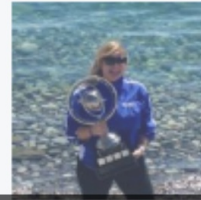
Mairi MacGregor 🇨🇦

Oakville, Canada

50-59 Age Group

639.19 Points – (8 Races)

Female Non-Wetsuit Champion



Jennifer Agnew 🇨🇦

Oakville, Canada

50-59 Age Group

435.77 Points – (5 Races)

Our unique global rankings system allows swimmers from all around the globe to compete against each other!

Male Wetsuit Champion (Age Group 19&U)

Age Group	Champion	Points
19&U	William Barton 🇬🇧	362.42
20-29	Michaela Pava 🇨🇦	429.62
30-39	Joshua Reid 🇨🇦	442.9
40-49	Trevor Connors 🇨🇦	800.69
50-59	Gerry Kelly 🇨🇦	560.21
60-69	Trevor Armstrong 🇬🇧	366.73

The Global Swim Series provides fun & excitement for swimmers of all skill levels!

From Beginners,



to enthusiastic triathletes,



to Olympians,

and everyone in between!

SOCIAL MEDIA



/globalswimseries



@globalswims



@globalswimseries



Global Swim Series



WEBSITE



globalswimseries.com

ADVERTISING RATE CARD

Article Ad (blocks of 5 or 10)

\$100 or \$170

Get your Ad placed into one of our many preview, recaps, ranking or race announcement articles.

Homepage Ad (1yr or 6mo)

\$45/mo or \$50/mo

Places your Ad in a prime spot on our website, viewed by thousands.

Email Newsletter Ad (blocks of 5 or 10)

\$250 or \$450

Puts your Ad into our email newsletter "Open Water Update" which goes out to thousands.

Rankings Page Ad (1yr or 6mo)

\$35/mo or \$40/mo

Gives your brand a banner Ad on our Global Rankings page, our most frequently checked page.

Calendar Page Ad (1yr or 6mo)

\$35/mo or \$40/mo

Get a banner Ad on top of another of our most popular pages. Frequently checked by swimmers looking for a local race or to plan a trip.

Slider Promo (1 month)

\$150

Absolute prime real estate as a feature image on our Home page News slider. Great for both brands and race directors looking to pump their race registration. Will be linked to your site.

Full Editorial Post about your product/service:

\$150

Full article and editorial about your brand, service product with option to have personal experience and vouching included.

Social Media Blast (all)

\$60

A great way for a quick promo or a last minute call to action for both companies and race directors.

Facebook post

\$50

Typically reaching 15-20,000 views within 48 hours

Twitter blast

\$20

More concentrated blast, can also be used for live coverage.

Race Promo Article (for Race Directors)

\$60

A full article advertising and highlighting a particular race. Perfect for race directors looking to boost registration.

**All prices in USD*

PARTNERSHIP & TITLE SPONSORSHIP

In addition to the advertisement outlined above, the Global Swim Series is also open to a variety of different larger scale partnerships and sponsorship opportunities for the series as a whole. If your company or organization is interested in any of the following please get in contact with us for more info.

Merchandising Opportunities

Swim Trip Sponsorship

GSS Hosted Event Sponsorship

Global Rankings Title Sponsor

Series Sponsor/Title Sponsor

Partnership agreement with GSS





CONTACT US

EMAIL

Rob Kent - President

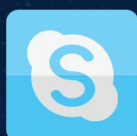
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GlobalSwimSeries

The Global Swim Series is
headquartered in Toronto, Ontario
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