



2024/2025 Capital Campaign Naming Opportunities

Every aspect of our sponsorship offerings is customizable to ensure that your company's needs and marketing goals are met. Whether you're looking for visibility, community engagement, targeted marketing, or long-term brand association, we work with you to create a tailored package that aligns with your objectives.

I. The Aquatics Center 1,000,000 in perpetuity

Brand Visibility and Exposure - Logo and name on Regency rooftop, over the doors to the mezzanine entrance, on the wall next to the first floor entrance and in the second floor lobby. Signage and Digital Media: Sponsors would get digital signage on the scoreboard and on the novaswim.org, and team unify website. Sponsor name is on every Meet Invitation (36 events) and swimmer heat sheet. Sponsors can run a 30 second commercial and one pre-event static or animated logo, and one post event static or animated logo during each NOVA hosted event which uses the scoreboard.

Community Engagement and Corporate Social Responsibility (CSR) - NOVA sponsors over 2300 participants in non-revenue generating community outreach programming and your logo will be displayed on all materials related to community programs.

Exclusive Experiences: Sponsors can offer special access to 4 events per year for up to 6 guests. This could be marketed as exclusive perks to clients, employees, or other stakeholders.

Corporate Memberships: Sponsors may offer memberships to their employees at a reduced rate of \$50/year, promoting health and wellness within your workforce.

Social Media Engagement: NOVA will highlight the sponsor's involvement, including branded hashtags or challenges monthly.

Content Creation: Sponsors could work with NOVA to create branded content, such as behind-the-scenes videos, athlete spotlights, or wellness tips.

Employee Visibility: Sponsors can host company events or team-building activities at the aquatics center, bringing employees into the venue and aligning their brand with health and fitness. Sponsors will also have free access to book the community room for meetings and events.

II. The Mezzanine second floor \$250,000 for 5 years

Brand Visibility and Exposure - Logo and name over the doors to the mezzanine entrance. Signage and Digital Media: Sponsors would get digital signage on the scoreboard and on the novaswim.org, and team unify website. Sponsor name is on every Meet Invitation (36 events) and swimmer heat sheet. Sponsors can run a 30 second commercial and one pre-event static or animated logo, and one post event static or animated logo during each NOVA hosted event which uses the scoreboard.

Exclusive Experiences: Sponsors can offer special access to 2 events per year for up to 6 guests. This could be marketed as exclusive perks to clients, employees, or other stakeholders.

Social Media Engagement: NOVA will highlight the sponsor's involvement, including branded hashtags or challenges monthly.

Employee Visibility: Sponsors can host company events or team-building activities at the aquatics center, bringing employees into the venue and aligning their brand with health and fitness. Sponsors will also have free access to book the community room for meetings and events.

III. The Community Room \$100,000 for 5 years

Brand Visibility and Exposure - Logo and name above the entrance to the community room and on one wall in the community room. Signage and Digital Media: Sponsors would get digital signage on the scoreboard and on the novaswim.org, and team unify website. Sponsor name is on every Meet Invitation (36 events) and swimmer heat sheet. Sponsors can run a 30 second commercial and one pre-event static or animated logo, and one post event static or animated logo during each NOVA hosted event which uses the scoreboard.

Community Engagement and Corporate Social Responsibility (CSR) - NOVA sponsors over 2300 participants in non-revenue generating community outreach programming and your logo will be displayed on all materials related to community programs.

Social Media Engagement: NOVA will highlight the sponsor's involvement, including branded hashtags or challenges quarterly.

Employee Visibility: Sponsors can host company events or team-building activities at the aquatics center, bringing employees into the venue and aligning their brand with health and fitness. Sponsors will also have free access to book the community room for meetings and events.

IV. The Scoreboard \$100,000 for 5 years

Brand Visibility and Exposure - Logo and name above the scoreboard on both sides of the top board. Signage and Digital Media: Sponsors would get digital signage on the

scoreboard and on the novaswim.org, and team unify website. Sponsor name is on every Meet Invitation (36 events) and swimmer heat sheet. Sponsors can run a 30 second commercial and one pre-event static or animated logo, and one post event static or animated logo during each NOVA hosted event which uses the scoreboard

Social Media Engagement: NOVA will highlight the sponsor's involvement, including branded hashtags or challenges quarterly.

Employee Visibility: Sponsors can host company events or team-building activities at the aquatics center, bringing employees into the venue and aligning their brand with health and fitness.

V. The Weight Room \$50,000 for 5 years

Brand Visibility and Exposure - Logo and name above the entrance to the weightroom and on one wall in the weight room.. Signage and Digital Media: Sponsors would get digital signage on the scoreboard and on the novaswim.org, and team unify website. Sponsors can run a 30 second commercial and one pre-event static or animated logo, and one post event static or animated logo during each NOVA hosted event which uses the scoreboard

Social Media Engagement: NOVA will highlight the sponsor's involvement, including branded hashtags or challenges quarterly.

Employee Visibility: Sponsors can host company events or team-building activities at the aquatics center, bringing employees into the venue and aligning their brand with health and fitness.

VI. The Record Board \$50,000 for 5 years

Brand Visibility and Exposure - Logo and name above the recordboard on the first floor of the pool. Signage and Digital Media: Sponsors would get digital signage on the scoreboard and on the novaswim.org, and team unify website. Sponsors can run a 30 second commercial and one pre-event static or animated logo, and one post event static or animated logo during each NOVA hosted event which uses the scoreboard

Social Media Engagement: NOVA will highlight the sponsor's involvement, including branded hashtags or challenges quarterly.

Employee Visibility: Sponsors can host company events or team-building activities at the aquatics center, bringing employees into the venue and aligning their brand with health and fitness.



NOVA of Virginia Aquatics

2024/25 Capital Campaign Sponsorship & Naming Opportunities

Every aspect of our sponsorship offerings is customizable to meet your company's marketing goals—visibility, community engagement, targeted outreach, or brand alignment. Let us build a package tailored to your objectives.

Sponsorship Levels

Aquatics Center

\$1,000,000 | In Perpetuity

- Naming Rights: Rooftop, mezzanine, entrances, and lobby signage
- Digital: Website + scoreboard commercials
- Events: Branding at 36 annual meets
- CSR: Program support of all outreach programming
- Extras: 4 VIP events/year, discounted employee memberships, branded content, social media, and private use of the Community Room

Mezzanine (2nd Floor)

\$250,000 | 5 Years

- Naming Rights: Entrance signage
- Digital: Website + scoreboard visibility
- Events: Commercials + branding at all meets
- Extras: 2 VIP events/year, social media, and access to Community Room

Community Room

\$100,000 | 5 Years

- Naming Rights: Doorway and interior wall
- Digital & Event: Full visibility + scoreboard ads
- CSR: Featured on outreach program materials
- Extras: Quarterly social media + employee access

Scoreboard

\$100,000 | 5 Years

- Naming Rights: Top of board (both sides)
- Digital: Website + event commercials
- Extras: Quarterly social media + employee engagement

Weight Room

\$50,000 | 5 Years

- Naming Rights: Entry and one interior wall
- Digital: Website + scoreboard commercials
- Extras: Social media + team-building access

Record Board

\$50,000 | 5 Years

- Naming Rights: First-floor display
- Digital & Events: Website + meet branding
- Extras: Social media + corporate use access

Let's Build Something Meaningful Together

Align your brand with health, excellence, and community impact.

 www.novaswim.org