CRAWFISH AQUATICS

Business Sponsorship Program
Proudly Serving Baton Rouge Community Since 1999

Physical Address:
7150 Bluebonnet Boulevard
Baton Rouge, LA 70810

Mailing Address:
10522 South Glenstone Place
Baton Rouge, LA 70810

Email: **jayme@crawfishaquatics.com**
Website: www.crawfishaquatics.com
Office: 225.769.4323 Cell: 225.773.9834

Letter to Sponsors

Dear Community Partner,

For more than 25 years, Crawfish Aquatics has shaped the landscape of swimming in Louisiana—developing young athletes, strengthening families, and expanding access to water safety across our state. What began as a local swim team has grown into Louisiana's premier total aquatics program, serving swimmers from their first lesson all the way to Olympic Trials. Today, our reach extends far beyond the pool as we equip thousands of children and adults with skills that build confidence, resilience, and lifelong health.

Our mission is simple and powerful: **to build champions in and out of the water by delivering exceptional swim training, promoting water safety, and giving back to our communities through inclusive programming and lifelong impact.** We uphold this mission through our core values—**Integrity, Teamwork, Fulfillment of Potential, Personal Health, Family Value, Community Impact, and Discipline**—which guide every coach, every practice, and every opportunity we create.

We envision a future where Crawfish Aquatics is the nation's leading model for a complete swimming pathway: a place where beginners become confident swimmers, competitors become leaders, and communities are strengthened through access to aquatics. Through programs spanning learn-to-swim, year-round competitive teams, high school training, adult fitness, and broad community outreach, we remain committed to expanding both excellence and opportunity.

Your partnership helps make this vision possible. Sponsorship dollars directly elevate athlete experiences, expand access for underserved families, enhance water-safety education, and support the ongoing growth of Crawfish Agape International—our nonprofit arm dedicated to providing free swim instruction, scholarships, and statewide outreach. We invite you to join us in empowering the next generation of champions, supporting a program that strengthens health, safety, and community impact statewide. Together, we can make a meaningful and lasting difference—one swimmer at a time.

Sincerely,

Shelly Rogers
Chief Executive Officer
Crawfish Aquatics, LLC

Mission, Vision & Core Values

Mission Statement

The mission of Crawfish Aquatics is to build champions in and out of the water by delivering exceptional swim training, promoting water safety, and giving back to our communities through inclusive programming and lifelong impact.

Vision Statement

To be the nation's leading model of a total swimming program—developing athletes from learn-to-swim to elite competition, while transforming lives and communities through aquatics.

Core Values

- Integrity
- Teamwork
- Fulfillment of Potential
- Personal Health
- Family Value
- Community Impact
- Discipline

About Crawfish Aquatics

Crawfish Aquatics is more than a swim team—it's Louisiana's total swimming program.
With over a decade of consecutive state championship titles, a Top 25 national club ranking, and athletes who've represented Team USA, Crawfish Aquatics is the largest and most successful swim program in the state. But our reach goes beyond medals. Through our nonprofit, Crawfish Agape International, we deliver free swim education, scholarships, and water-safety resources to communities across Louisiana—especially in times of crisis.

Whether you're aiming for Olympic Trials or learning to swim for the first time, Crawfish is where champions and communities thrive together.

Key Program Highlights

- **Elite Competitive Excellence** – Top 25 U.S. Swim Team; 10+ consecutive Louisiana state titles; Olympic & NCAA athletes.
- **Largest Program in Louisiana** – One of the largest in the nation, serving athletes at every level.
- **Pathway to College & Team USA** – Athletes competing at Olympic Games, Trials, and universities nationwide.
- **Community at the Core** – Free camps, disaster response, and scholarships for families in need.
- **Crawfish Agape International** – Nonprofit outreach, statewide water-safety programming, and financial assistance.

Team Achievements

- TEAM CHAMPIONS Louisiana Long Course State Championships 2005–2026
- TEAM CHAMPIONS Louisiana Short Course State Championships 2006, 2008, 2010–2026
- Olympic Trials Semi-Finalist (2008)
- Junior National & Senior National Qualifiers 2002–2010, 2013–2026
- Louisiana State Meet Champions (Individuals & Relays) 1999–2026
- State Record Breakers & High Point Winners 1999–2026
- High School All-Americans 2003–2026
- Multiple College Swimming Scholarship Award Recipients 1999–2026

Program Statistics

- **600+ Age Group Swimmers** (ages 4–18)
- **175+ Masters Swimmers**
- **6,000+ Swim Lesson Participants** (year-round programming)
- **500+ High School Swimmers**
    - 15 meets hosted
    - 350+ train at our facility
- **400+ Middle School Swimmers**
    - 6 meets hosted
    - 250+ train at our facility
- **500+ swimmers** in major USA Swimming meets annually
- **300+ swimmers** in seasonal USA Swimming meets
- Second Location in Lafayette
    - 200+ Age Group and Masters Swimmers
    - 1000+ Swim Lessons Participants
    - 200+ in 4 High School Meets Hosted Annually

  300+ Swimmers in club hosted USA Swimming meets annually

  Your business can reach more than 7,500 people through a Crawfish Aquatics sponsorship.

Digital Metrics

- **Website (www.crawfishaquatics.com) (Annual)**
    - Overall- 50k Active Users / 367k Views / 2 Minute Average Time
    - Meets- 6k Active Users / 37k Views
    - BR High School Page (CCSL)- 2k Active Users / 13k Views
    - BR Middle School Page- 2k Active Users / 9k Views
    - Lafayette High School Page- 300 Active Users / 1k Views
- **Google Business (Annual)**
    - Baton Rouge- 22k Searches / 46k Views
    - Lafayette- 10k Searches / 32k Views
- **Social Media (Instagram- combined Baton Rouge and Lafayette- 3rd Q 2026)**
    - Followers- 5.3k
    - Impressions- 420k
    - Reach- 32k

Premium Naming Rights Sponsorships

Capital City High School Swim League Naming Rights Sponsor — $5,000 (2-Year Contract)

Secure exclusive naming rights to the **entire Capital City Swim League**, which serves more than 500 high school athletes annually.

Includes:

- Business name integrated into the league title
- Featured in online postings, results, meet info, website, and all league communications
- Branding across **7 regular-season high school meets** + the **Championship Meet**
- Logo/name on meet materials, City Meet i2 Tickets, announcements, social media, and website
- Option for on-site signage or vendor table (to be provided by sponsor)
- 2-year exclusive contract with renewal option

Crawfish Aquatics Middle School League Naming Rights Sponsor — $5,000 (2-Year Contract)

Exclusive naming rights to the entire **Middle School League**, serving hundreds of athletes each fall.

Includes:

- Business name integrated into the league title
- Branding across **9 regular-season meets** + the **Middle School Championship Meet**
- Featured on all meet postings, schedules, results, website, and social media
- Logo/name included in all league communications
- Option for on-site signage or vendor table (to be provided by sponsor)
- 2-year exclusive contract with renewal option

Meet Naming Rights Sponsor — $300-500 Per Meet

Sponsor the official name of an individual Crawfish Aquatics swim meet (price varies based on the meet length and historical participation numbers)

Includes:

- Business name integrated into meet title
- Featured on all promotional materials, meet postings, and announcements
- Name/logo on digital heat sheet
- Verbal recognition during meet PA announcements
- Optional banner or vendor table at the event (to be supplied by sponsor)

Olympic Sponsorship Levels

GOAT Pool Sponsor- $10,000 (2 Year)

- Extra Large Signage Above the 25 Yard Competition
    - SPONSOR NAME Competition Pool
- Website recognition (full year)
- 4 annual (1 per quarter) social media features

  Renewal: $4500 annually or $8,000 (2 year)

Gold Medal Record Board Sponsor — $5,000 (2 Year)

- Large Signage on Record Board Wall
    - SPONSOR NAME Wall of Champions and Record Holders
- Website recognition (full year)
- 4 annual (1 per quarter) social media features

  Renewal: $2,250 annually or $4,000 (2 year)

Silver Medal Banner Sponsor — $800 (1 Year)

- Poolside banner (full year)
- Website recognition (full year)
- 2 annual social media features

  Renewal: $600 annually

Bronze Medal Business Sponsor — $250 (1 year)

- Website recognition (full year)
- 2 annual social media features

Olympian Contributing Sponsor — $100 (1 Year)

- Name recognition on website (full year)
- 1 annual social media feature

Sponsor Enrollment Form

Date: _____

Sponsor or Company: _____
Contact Person: _____
Mailing Address: _____
City, State, Zip: _____
Telephone Number: _____
Website: _____
Email Address: _____

Select Sponsorship Level:
_N/A_ Capital City League Naming Rights ($5,000 / 2 years)
_____ Middle School League Naming Rights ($5,000 / 2 years)
_____ Meet Naming Rights ($300-$500 per meet)
_____ GOAT Pool Sponsor ($10,000 / 2 years)
__N/A_ Gold Record Board Sponsor ($5,000 / 2 years)
_____ Silver Banner Sponsor ($600 / 1 year)
_____ Bronze Business Sponsor ($250 / 1 year)
_____ Olympian Contributing Sponsor ($100 / 1 year)

Payment Options

1. Pay by Check
   Mail to:
   Crawfish Aquatics
   Attn: Jayme Cramer
   10522 South Glenstone Place
   Baton Rouge, LA 70810
2. **Online Payment Link** (Form is used for our technicals lessons so some of the fields may have unique wording)
3. Pay Over Phone- Call Jayme at office: (225) 769-4323 or cell: (225) 773-9834

Questions?

For questions, artwork, or sponsorship support, contact:

Jayme Cramer
Email: jayme@crawfishaquatics.com
Phone: **225-769-4323**

Thank you for supporting Crawfish Aquatics!

Crawfish Member (if applicable): _____

Business sponsoring will count towards annual fundraising obligations