

*Be a part of history*



**nyc June 24 to 29 2019**

*Hosted by Team New York Aquatics*

**TNYA**

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# What is IGLA?

Since 1987, International Gay & Lesbian Aquatics (IGLA) has been the foremost international organization solely devoted to developing and promoting gay, lesbian, bisexual, gender non-conforming, and queer participation across all aquatic sports



**Swimming**  
*(including Open Water)*



**Diving**



**Synchronized  
Swimming**



**Water Polo**

**&**



**Pink  
Flamingo**

# 2019 is Distinct



**IGLA 2019:** Expecting over 1,500 athletes from more than 20 countries as diverse as Cuba, Uganda, Australia, and Belgium, this projects to be the largest LGBTQ+ swim meet ever

## STONEWALL



**Stonewall 50:** 2019 marks the 50<sup>th</sup> anniversary of Stonewall—the West Village uprising responsible for the birth of the modern LGBTQ+ civil rights movement, and what we now call Pride



**WorldPride 2019:** New York City officials anticipate this occasion to be the largest single ongoing event in New York City history, attracting 3.1 million visitors during the last week of June

# Sponsorship Opportunities

- **Event Sponsor:** Be part of a truly unique panel discussion that includes three gay and lesbian Olympic swimming medalists
- **Competition Sponsor:** Help ensure a world-class sporting event by sponsoring activities related to the competition:
  - Swimming
  - Open Water Swimming
  - Diving
  - Water Polo
  - Synchronized Swimming
  - Pink Flamingo
- **Make Your Own:** We can develop a customized sponsorship program for you based on your unique interests

## Why Sponsor?

- Support a global community with a history of fostering LGBTQ+ pride, empowerment, & a commitment to carrying that history into an era of acceptance
- Help maintain and expand our visibility as vibrant, valued, equal members of society
- Share your message with 1500 athletes interested in health, wellness, and fitness
- Receive potential earned media, as we garnered press from the [New York Times](#) and [Reuters](#) during Gay Games 2018 in Paris

# Panel Event Sponsor

## About the Panel Event

***Ground-breaking panel discussion will take place on June 28th, 2019 with 400 IGLA athletes expected to attend***

### Bruce Hayes



- Regarded as the first Olympic swimmer to come out as gay, he became America's hero anchoring the epic men's 4x200 freestyle relay in Los Angeles in 1984 that won gold in world record time
- Widely recognized in the LGBTQ athletic community as bringing legitimacy to Gay Games when he attended the meet in 1990 and publicly came out

### Betsy Mitchell



- 2-time Olympian (1984 and 1988) and 3-time Olympic medalist, her 200-meter backstroke performance in 1986 stood as the world record for five years and the American record for 19 years
- After retiring from swimming, she became a world-class rower, qualifying for the US world championship team in 1994

### Daniel Kowalski



- Member of two Australian Olympic teams, including in 1996 where he was the first swimmer in 92 years to medal in each of the 200-, 400-, and 1500-meter freestyle races



*The panel will be moderated by:*  
Jeff Commings, author, swim school owner, former host of Swimming World Magazine's "The Morning Swim Show" and current host of USA Swimming's "Deck Pass"

# Panel Event Sponsor

## Starting at \$2500

*Help us make this first-of-its-kind forum truly memorable! Opportunities for Panel Event sponsors include any combination of the following:*

### **Company/Organization Logo Placement**

- Panel backdrop
- Step & Repeat (back drop as panelists and attendees enter the venue)
- IGLA-related digital communications including website, emails, and messaging on IGLA 2019 social media
- Printed event program
- Competition schedule and social event flyers

### **Activation and/or Product Sampling**

- Ways for attendees to interact with your brand or product
- Product giveaways or discount codes
- Sponsorship of event “swag bag”

### **Special Event Access**

- VIP seating for up to four people during the panel discussion
- Private Meet & Greet with the panel participants

# Competition Sponsor

## Starting at \$1000

***Each of our sporting competitions offers a unique opportunity to participate as a sponsor.***

***For sporting events we are seeking sponsors to:***

- Provide drinks, snacks, and other relevant product samples for athletes at each sports venue
  - Flushing Meadows Corona Park Aquatic Center: Swimming & Water Polo
  - Rutgers Aquatic Center: Diving
  - APEX Center at Lehman College: Synchronized Swimming
  - Coney Island: Open Water Swimming
- Enable on-deck photos and/or video that can be shared on social media

***Sponsors will be recognized at sports venues and through communications as follows:***

- Company/Organization logo placement:
  - IGLA 2019 website, email communications, and IGLA 2019 social media
  - Printed materials such as event programs, heat sheets, and schedules
  - SwimPhone (our online platform for heat sheets)
  - Signage
  - On-deck photos/videos

# Custom Sponsorships

***We are ready, willing, and able to work with you to develop a sponsorship customized to your goals.***

## Thought-Starters

- Provide scholarship dollars so that athletes who need financial assistance can participate
- Sponsor a specific athlete
- Offer discount code for athletes who are participating in IGLA
- Pride Parade June 30th
  - Parade signs with company logo
  - Branded water cannons or swimwear
- Pink Flamingo
  - Provide costumes and/or materials for race
  - Sponsor a Pink Flamingo team



# About The Host

## TNYA Team New York Aquatics

***As host of IGLA 2019, TNYA is the sole organizer of the meet—almost entirely through volunteers***

- World’s largest LGBTQ+ aquatics team with over 600 swimmers, water polo players, open water swimmers, synchronized swimmers, and divers
- Not-for-profit founded in 1990 with the mission of fostering diversity and inclusivity among LGBTQ+ and allied athletes of all abilities seeking community or competition
- Philanthropic organization committed to assisting team members in financial need while also supporting, and fundraising for, like-minded non-profits
- A team of diverse athletic and professional backgrounds

**FOR INQUIRIES ABOUT SPONSORING  
THIS EVENT  
EMAIL: [SPONSORSHIP@IGLA2019.ORG](mailto:SPONSORSHIP@IGLA2019.ORG)**

