



# Advertising, sponsorships, and website monetization and pricing guidance for non-LSC events and opportunities

## Policy

[This policy is effective October 22, 2025]

- 1) Events may be promoted through Potomac Valley Swimming (PVS) prior to the event for a fee.
  - a. PVS may monetize its communication media including postings on the PVS media in order to promote events (e.g., clinics, camps, seminars, webinars, and lessons).
  - b. PVS also may solicit sponsors for PVS-hosted events (e.g., Short Course and Long Course Championship Meets). PVS seeks sponsors that support and help further its mission and do not offend its community.
- 2) Organizations within the LSC (TIER 1) will be given more favorable consideration (i.e., pricing) than those from outside the LSC (TIER 2) for their events.
- 3) The use of email to distribute information to PVS managed address lists about non-PV LSC events or opportunities is prohibited.
- 4) PVS reserves the right to refuse to publicize and/or remove an event if it is deemed by PVS not to be aligned with the interests or core values of its members.
- 5) **DISCLAIMER: Posting or advertising an event or organization using PVS media cannot be construed as a recommendation for or endorsement of the event, product or service being advertised. PVS may provide links to other Internet sites for informational purposes and the convenience of its users; it does not endorse the products or services that the linked organizations offer. When users select a link to an external Web site, they are leaving the PVS website and are subject to the privacy and security policies of the owners/sponsors of the external site. Furthermore, PVS does not control or guarantee the currency, accuracy, relevance, or completeness of information found on linked, external Web sites.**
- 6) Exceptions may be made to promote events for no fee:
  - a. USA Swimming-sponsored events (including LSC-sanctioned meets taking place outside of the LSC or an approved meet within the PV-LSC such as Block Party meets); high school or collegiate championship meets, which may be publicized prior to the event as a news story if there is no profit for an individual or club in the LSC.
  - b. Exceptions also may be made for requests for donations and/or volunteers to help with an event or fundraisers with a legally registered entity. These events must be designed to support a cause that is in keeping with PVS' mission or core values and the interests of its members, as long as it is not an initiative that financially benefits a specific individual or club in the LSC (e.g., soliciting volunteers to support an event or a fund-raiser to support the building or renovation of a competition swimming pool).
- 7) Exceptions may be made to promote suppliers/vendors where the arrangement is quid pro quo – i.e., a discount is provided to clubs.



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- 8) Promotions or sponsorships intended to solicit memberships for a specific club are prohibited from being advertised on the LSC website.
- 9) The PVS General Chair is responsible for the implementation of this policy with the advice and consent of the Board. The General Chair will collaborate with the Administrative Vice Chair and Board in those instances where a promotion or sponsorship matter is deemed outside the scope of this policy.
- 10) This policy will be reviewed for updates and changes as determined necessary, by the Administrative Vice Chair and General Chair.



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## PRICING GUIDANCE

**Advertisements** inform consumers about products, services, or ideas. **Sponsorships** support events, organizations, or individuals to improve the sponsor's image.

Types of advertising and sponsorship opportunities to consider:

1. **High Strategic Fit & High Impact:** These are the most desirable, offering both strong alignment with the PVS' goals and significant marketing impact.
2. **High Strategic Fit & Low Impact:** These align well with PVS' goals but may not offer substantial reach or effectiveness. They can be considered if resources allow.
3. **Low Strategic Fit & High Impact:** These opportunities offer significant vendor marketing impact but may not align well with PVS' values. They should be approached with caution.
4. **Low Strategic Fit & Low Impact:** These are the least desirable, offering neither strong alignment nor significant impact. They are generally not worth pursuing.

\* **Basic Tier (Bronze) –**

Limited ad (e.g., smaller banner ads, less prominent placement)  
Basic Targeting options (e.g., teams only)  
Social media with logo presence on a PVS post  
Lower ad impressions or clicks allowed  
Limited reporting and analytics

\*\* **Standard Tier (Silver) –**

¼ to ½ page ad (e.g., mid-size banner ads, more prominent placement)  
Mid-size population Targeting options (e.g., coaches, families)  
Advertiser Social media post and logo with link on PVS website  
½ target population ad impressions or clicks allowed  
Reporting and analytics

\*\*\* **Premium Tier (Gold) –**

½ to full size page ad (e.g., large banner/logo, more prominent placement)  
Full population Targeting options  
Advertiser Social media post, logo with link on PVS website and email to PVS head coaches/Team Administrator  
Full target population ad impressions or clicks allowed  
Reporting and analytics



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## PRICING

|           | <b>Sponsorship/Events &amp; Tiers – flat fee</b>        | <b>Bronze</b>  | <b>Silver</b>  | <b>Gold</b>                                   |
|-----------|---------------------------------------------------------|----------------|----------------|-----------------------------------------------|
| <b>1.</b> | <b>PVS Swimposium</b>                                   | <b>\$2,500</b> | <b>\$5,000</b> | <b>\$10,000 (QR code/link to vendor site)</b> |
| <b>2.</b> | <b>PVS SC or LC Championship</b>                        | <b>\$1,500</b> | <b>\$2,500</b> | <b>\$3,500</b>                                |
| <b>3.</b> | <b>PVS Zones (outfitting, bus, activity fees, etc.)</b> | <b>\$2,500</b> | <b>\$4,000</b> | <b>\$6,000</b>                                |
| <b>4.</b> | <b>PVS Swim Camps</b>                                   | <b>\$1,500</b> | <b>\$3,000</b> | <b>\$5,000</b>                                |
| <b>5.</b> |                                                         |                |                |                                               |

|           | <b>Advertising Items &amp; Tiers</b>                               | <b>Bronze*</b> | <b>Silver**</b> | <b>Gold***</b>                               |
|-----------|--------------------------------------------------------------------|----------------|-----------------|----------------------------------------------|
| <b>1.</b> | <b>Vendor Events (external swim camps, clinics, etc.) – per ad</b> | <b>\$500</b>   | <b>\$750</b>    | <b>\$1,000</b>                               |
| <b>2.</b> | <b>Vendor Products (Apparel, etc.) – annual fee</b>                | <b>\$1,000</b> | <b>\$2,000</b>  | <b>\$5,000 (QR code/link to vendor site)</b> |
| <b>3.</b> |                                                                    |                |                 |                                              |
| <b>4.</b> |                                                                    |                |                 |                                              |
| <b>5.</b> |                                                                    |                |                 |                                              |

- Optionally, sponsors can be charged a percentage (typically 15% - 25%) of their expected ROI. **For example**, if past sponsors generated 50 leads worth an average of \$800, you could justify pricing the package at 15-25% of an ROI of 40,000 (or \$6,000 to \$10,000)