

WHO WE ARE

- The **International Swimming Hall of Fame (ISHOF)**, Inc. is a 501(c)(3) nonprofit organization established in 1965. Its museum is the “Official Repository for Aquatic History” as deemed by Fédération Internationale de Natation (FINA) - the governing body for Olympic aquatic sports.
- **Swimming World Magazine**, established in 1960, merged its multi-media platforms with ISHOF in 2018 to expand its reach and impact.
- **Mission** - To collaborate with aquatic organizations worldwide to preserve, educate and celebrate history, showcase events, share cultures, and increase participation in aquatic sports.
- **Vision** - To be the global focal point for recording and sharing the history of aquatics, promoting swimming as an essential life-skill, and developing educational programs and events related to water sports.

OUR 4 CORNERSTONES

DESTINATION

As a destination, International Swimming Hall of Fame Aquatic Center in Ft. Lauderdale, FL is unique. Thousands of visitors come each month to compete and train in its world-class aquatic center and view the world's largest collection of historical artifacts in our museum.

MEDIA

The media experience of Swimming World's digital, social, and print platforms allows nearly 9 million visitors and followers to access the world's largest collection of aquatics content and images both in print and virtually.

RETAIL

The Swimming World Swim and Gift Shop offers ISHOF's one of a kind signature apparel, collector items, and aquatic gear.

COMMUNITY

The ISHOF worldwide membership community (including members, followers, honorees, coaches, athletes, etc.) that brings people together to advocate for, celebrate, and preserve aquatic sports.



- A partnership with ISHOF and its Swimming World media properties provides access to all 4 cornerstones to give your organization worldwide exposure and reach.
- Within these cornerstones exist multiple opportunities to partner with us to market your brand, engage customers, educate the community, and expand your audience.

ISHOF COVERS ALL CORNERS OF THE AQUATIC MARKET

YOUR SUCCESS IS OUR RESPONSIBILITY

**When you partner
with us, you receive:**

- Custom marketing solutions to meet your organization's needs
- Extensive, in-depth marketing experience and insight
- Out of the box thinking to position your brand in fresh, new ways
- Top notch customer service
- Feedback from our marketing experts on your campaigns
- Insight on what is going on in the industry

*"SW's customer service is class leading. There were times that we really needed some help and they were there [for us]. They are amazing partners in that regard."
-Advertiser*

Your Marketing Team



Brent Rutemiller
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Meg Keller-Marvin
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Molly Griswold
Social Media Coordinator
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Plus our worldwide network of writers on all continents, our expert content contributors, and young interns.

TAKE YOUR BRAND EVERYWHERE WE GO!


INTERNATIONAL SWIMMING HALL OF FAME

EVENT AND MEDIA PARTNERSHIPS

ISHOF Partnerships include:


- Company recognition and exposure at the ISHOF museum and events
- Exclusive sponsor benefits
- ISHOF membership benefits
- Swimming World Media benefits - including 5 multi-media platforms
- Attend the annual ISHOF Induction Ceremony for free

[Click here to see sponsorship packages.](#)
Custom packages also available.



ISHOF PLATINUM SPONSOR
Reach Over 1 Million Every Month
\$75,000 per year*
*100,000-200,000 Content Views Estimated Per Year
*First Year Only

- Company Recognition and Exposure at ISHOF Museum and Events**
 - Corporate exhibit at International Swimming Hall of Fame for life of sponsoring
 - Exclusive Platinum sponsor signage at ISHOF museum entrance and at ISHOF events
 - Preeminent placement of Platinum sponsor titles and logos on ISHOF and Swimming World content, press releases, and media platforms
 - Recognition as Platinum sponsor during the Induction ceremony and on all related promotional materials
 - VIP access for 10 at Annual Induction Ceremony and Virtual ISHOF package, plus 10 VIP tickets to all other ISHOF events
- Exclusive Sponsor Benefits**
 - Opportunity to provide one premium benefit along with marketing materials at ISHOF events
 - Use of ISHOF logo with tagline "Endorsed by the International Swimming Hall of Fame"
 - Access to Hall of Fame facilities for company meetings, photo opportunities, press conferences, and banquet facilities
- Corporate ISHOF Membership**
 - ISHOF team package (ISHOF gear and vintage ISHOF patch (Limited Edition), ISHOF apparel)
 - Swimming World Content Access, 12-month subscription to the Swimming World Youth Book to 1990 and ISHOF annual yearbook
 - 50% discount on year subscriptions, 10% off at the museum store and entire Swim Shop, monthly member ISHOF newsletter
- Swimming World Media Benefits - 40 Digital Platforms and 5 Multi-Media Platforms**
 - Best premium global digital advertising position on SwimmingWorld.com and ISHOF.org
 - Highly visible digital sponsor of a Swimming World "Swim Channel"
 - Monthly dedicated email blast
 - First choice of editorial content sponsorship on SwimmingWorld.com
 - Customized social media campaigns on Facebook, Twitter, and Instagram
 - Unlimited press releases posted on ISHOF/ISHOF multimedia platforms
 - All company press releases and news published by SwimmingWorld.com will be supported on dedicated brand digital landing page on SwimmingWorld.com with fully customizable messaging, graphics, and links
 - Exclusive Swimming World Magazine - Inside Swim (2-page spread) position on all print and digital versions with link to company website or product - 12 issues
 - Exclusive Swimming World Monthly - Inside Swim (2-page spread) position on all digital issues with link to company website or product - 4 quarterly issues
 - Full page ad and listing on Swimming World annual Aquatic Directory (July)
 - Full page ads on Swimming World print and digital Holiday Gift Guide (October, November, and December), plus 3-month marketing package
 - Best premium full page ad in ISHOF Annual Yearbook and Induction program



*Sponsorship access may require proof of insurance and some city, local rules

BE A PART OF THE HALL OF FAME EXPERIENCE!

[Click here to get more info.](#)
Watch the new museum video.

