

2017 SwimJitsu



Potential Host Information



What is SwimJitsu





2016 Review

- Participants – 4773
- Average per event – 367
- 71% of participants on a team
- 12% ask for more information about joining the host team
- Age Breakdown
 - 22% 8 and under
 - 27% 9 and 10
 - 27% 11 and 12
 - 14% 13 and 14
 - 10% 15 and over
- 85% would recommend to a friend



Goals

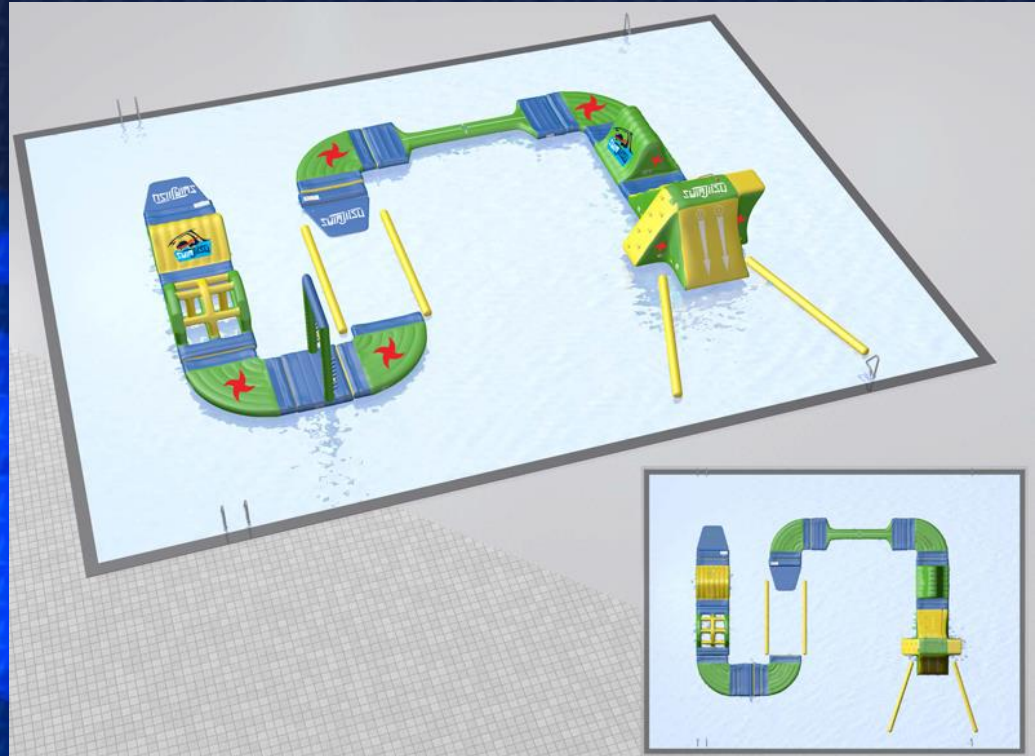
1. Recruiting
2. Retention
3. Fundraising





SwimJitsu Course

- 2nd course design coming for 2017. Host will have option of either course
- SwimJitsu Lite is same design without “Mt. Swimja” at the end





Sample Run of Show

Saturday Event

- Thursday/Friday – truck and staff arrive
- Friday night - setup (~4 hours)
 - Can be as late as necessary due to pool availability
- Saturday
 - 6/7am-8am – final setup
 - 8am-10am – wave 1
 - 10am-12pm – wave 2
 - 12pm -1pm – lunch break for staff and volunteers
 - 1pm-3pm – wave 3
 - 3pm-5pm – wave 4
 - 5pm-10pm – breakdown and pack up
- Saturday night or Sunday morning – truck and staff depart

*Specific time slots can be adjusted. The sample above is merely meant to show the length of time needed for setup, event waves and teardown.



Event Promotion

Partnership Benefits

- Dedicated event page on SwimJitsu.com - detailing the specifics of your event and a registration link.
- Set of promotional images specific to your event to use for flyers, social media, etc.
- USA Swimming will offer promotional support for each event in the form of email blast to your LSC, ads in newsletters and Splash Magazine and social media best practices.

The screenshot shows the SwimJitsu website interface. At the top is the SwimJitsu logo and navigation links: HOME, LOCATIONS, ABOUT SWIMJITSU, and SWIMTODAY. The main content area is titled "WASHINGTON D.C." and "Swimjitsu Washington D.C. Details". It includes a "Register Here!" button, a "2016 Swimjitsu Registration Status" section, a "Swimjitsu Washington D.C. Countdown" with three zeros, and a "Social Media" section with a "Tweets by @swimjitsu" feed. The event details include: "When: Saturday May 21, 2016", "Where: Takoma Aquatic Center, 300 Van Buren St NW, Washington, D.C. 20012", "Time: Event starts at 9:00 am", "Waves: Wave 1 - 9:00 am - 11:00 am, Wave 2 - 11:30 am - 1:30 pm, Wave 3 - 2:30 pm - 4:30 pm, Wave 4 - 4:45 pm - 6:45 pm", "Entry Fee: Early Registration = \$23 per person, On-Site Registration = \$30 per person", and "Entry Includes: Unlimited runs through the Swimjitsu Obstacle Course". A sidebar on the left lists "CURRENT SECTION" and "LOCATIONS" including WASHINGTON D.C., EDMOND, OK, BIRMINGHAM, TN, NEW PROVIDENCE, NJ, HOUSTON, TX, RICHMOND, VA, WICHITA, KS, STL. EDWARDSVILLE, ILLINOIS, HOLLY SPRING, GA, and BRIGHTSTOWN, NJ.

The flyer features a photograph of an indoor swimming pool with colorful inflatable obstacles. The text reads: "THE ULTIMATE AQUATIC CHALLENGE", "SATURDAY, JULY 11", "Hamilton Southeastern High School", "13910 E 126th St, Fishers, IN 46037", "ONLY \$20 REGISTER". The SwimJitsu logo is in the bottom left corner.



SwimJitsu vs. SwimJitsu Lite

	SwimJitsu Lite	SwimJitsu	2-Day SwimJitsu
Partnership Cost	\$6,000	\$12,500	\$15,600
Course	No Mt. Swimja	Full	Full
Training Games	Select	All	All
Timing	No	Yes	Yes
Awards	No	Yes	Yes
Pool Requirements	25 yard, 6 lane – 4 feet deep	50 meter suggested – larger 25 yard possible on case by case basis. 6 foot depth at deep end.	
Suggested Participant Price	\$20	\$30	\$30



Cost Structure

Each event has a specific “partnership cost”. Following the event, if that figure has not been met by registration fees, the host club/facility will owe USA Swimming the difference. However, if the registration fees exceed the cost, the club/facility will receive a check for the “profit. The partnership fees are not owed by the club ahead of the event – they are simply taken into consideration in the post-event reconciliation.

A deposit of \$2,500 is due within three weeks of signing a contract. This is the only upfront money needed to host the event. The deposit ensures our staff can book flights/hotel and shipping for the course can be reserved. The deposit is returned to the club following the event.

SwimJitsu Partnership Costs

SwimJitsu Lite - \$6,000

SwimJitsu - \$12,500

2-Day SwimJitsu - \$15,600 (efficiencies for the second day based on lack of shipping/additional travel for staff)



2016 Case Studies





Case Study: Washington DC

May 21, 2016

SwimJitsu Lite

- Charged \$25 (\$5 more than the suggested amount)
- \$4,325 in profit
- 21 new leads
- 21% - 8 and under
- 28% - 9 and 10
- 28% - 11 and 12
- 70% on a team
- 30% not on a team





Case Study: New Providence, NJ

June 11, 2016

SwimJitsu

- 486 Participants
- Sold out event
- \$5,940 in profit
- 21 new leads
- 20% - 8 and under
- 28% - 9 and 10
- 30% - 11 and 12





Case Study: Cypress, TX

Sept 24, 2016

2-Day SwimJitsu

- Charged \$35 (\$5 more than the suggested amount)
- \$8,121 in profit
- 37 new leads
- 24% - 8 and under
- 27% - 9 and 10
- 25% - 11 and 12
- 64% on a team
- 36% not on the team





Case Study: Greensboro, NC

May 28-29, 2016

2-Day SwimJitsu

- Event held on Memorial Day weekend
- 341 participants (of possible 960)
- Loss of \$6,270 (due to 2 day structure – breakeven point of \$15,600)
- 27% - 9 and 10
- 25% - 11 and 12
- 20% 13 and 14
- 76% on a team
- 24% not on the team





5 steps to register



1 Apply at SwimJitsu.com

2 Send email to swimjitsu@usaswimming.org

3 Set up a discussion with a USA Swimming staff person to discuss details and go over questions
4 Get your internal buy in

5 Pick a date and sign the contract



Additional information

Swimjitsu Website

<http://www.swimjitsu.com/>

What is SwimJitsu?

<http://www.swimjitsu.com/about>

Promotional Video

https://www.youtube.com/watch?time_continue=3&v=ahNQ5koTASM

Host Questions –

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