



The National Arena Swimming League – South

[Affiliated to ASA SER]

**I make no apologies that you may learn this from a number of sources – intentional, the more the better.**

**The National Swimming League has a new sponsor – we now trade as **THE NATIONAL ARENA SWIMMING LEAGUE**. Details of the sponsorship have been published and are available elsewhere.**

**The prime use of this notice is to prompt all members from Round 1 2009 to recognise fully our new sponsor and his wishes.**

**Anything that you can do to promulgate this information and to publicise the news will be most welcome.**

**The sponsorship is very valuable to the our League and therefore to you, it is saving you money. We must do everything to work towards renewal of the sponsorship in three years time. So it must be seen by the ARENA Company as valuable to the Company. What can you do?**

- 1. Always use the sponsor's name in association with the League.**
- 2. Ensure announcers are well primed to "promote" the name ARENA.**
- 3. Put more effort into getting local press coverage for your club while ensuring that the sponsor's name is included as many times as possible. And send a copy of the coverage to [publicity@nationalswimmingleague.org.uk](mailto:publicity@nationalswimmingleague.org.uk). Send as soon as you submit. It does not matter if the item is not published, the sponsor will see our efforts.**
- 4. Avoid any "suggestion" of rival products at League galas. Unlikely situations but - only Arena swimwear products in raffles; if there is a club shop noticeable then only ARENA products. The Company and its distributors will be responsible for dealing with the pool owners etc to "eliminate" rival company promotions/advertising if possible. ARENA back stroke flags should be in evidence but again, the Company's responsibility.**
- 5. There can be no ban on swimmers using rival products in the normal way but we can promote Arena at every opportunity at League galas. If the Company has organised a promotional outlet at the pool consider their products – we get a percentage of sales.**

**One notable consequence of this should be a rapid drop of references to the League by our former sponsor's name – as soon as possible – we are "THE ARENA LEAGUE"**

**As the sponsorship develops there will undoubtedly be many new opportunities to please the sponsor. Please ensure that you do everthing asked to cooperate as time passes. Remember we must make a sustained effort for the first 3 years and then hopefully beyond.**

**Eddie Lyne  
Hon Sec National ARENA Swimming League South**