



AP RACE LONDON INTERNATIONAL 2024

PARTNERSHIP OPPORTUNITIES

WHAT IS THE AP RACE LONDON INTERNATIONAL?



The AP Race London International is one of the Europe's most premium high-level swimming competitions, with the first edition of the event in 2023 being a huge success we are thrilled to be back in the Olympic year to deliver an even bigger and better event!

This event will draw international and domestic athletes to compete against each other in the most iconic aquatics centre in the world. From Olympic Champions all the way down to our innovative "Grassroots Finals" this event is the only of its kind in the UK.

This competition will also be World Aquatics sanctioned; it is endorsed and licensed to the highest possible standard. This allows athletes to use our competition as an Olympic qualifying opportunity so long as their National Federation states so in their selection policy. For many others, it will be one of their final racing opportunities just 8 weeks out from the Olympic Games.



WHAT IS AP RACE?

AP Race is brand built by three-time Olympic Champion Adam Peaty OBE. We aim to use the power and magic of sport to provide unique and exciting opportunities and experiences. Our goal is to completely revolutionise competitive swimming in the UK.

From our signature "AP Race Clinics tour" where swimmers get to spend a whole day being coached by Adam and his team while we tour the country, to our online educational platform AP Race Plus which provides any swimmer anywhere in the world with World Class guidance, AP Race is redefining what is classed as the norm in the swimming world.

The AP Race London International is our highest-level competition opportunity, and we are extremely proud to have partnered with John Bailey as the Event Director for this meet. Having produced over 60 major Aquatic Events across the globe over the last decade, including Olympic Games, World, European and domestic Championships, John is the most experienced producer of aquatic events in the world.



WHAT MAKES THIS EVENT SO SPECIAL?



As this project is built by former and current swimmers, combined with experienced international Event Producers to deliver an incredible level of production, we are spearheading a unique experience in this iconic venue that others cannot replicate. Our philosophy with this competition is to target three key goals;

- Athlete experience
- Spectator experience; and
- Grassroot sport inspiration.

This is the only open international swimming event in the UK to have an allocated VIP section and an alcohol license that will be held throughout the venue during the competition.



GRASSROOTS FINALS

We are really proud and excited to be able to host our “Grassroots Final”. The London Aquatics Centre supports four different swimming clubs from the local area, and we are excited to provide a selection of swimmers from these clubs with an incredible legacy experience that they will forever remember.

We will host eight races (a 50-meter race of each stroke for boys and girls) that are integrated into the Super Finals session during the competition. These swimmers will be nominated by their swimming clubs (20 swimmers per club) to have a shoulder-to-shoulder experience with the highest level of athletes.

All grassroots swimmers taking part will receive a medal presented to them by the most successful senior swimmer in their respective stroke and also two free tickets for the whole event. This addition is all in the ambition to leave a lasting legacy from the AP Race London International.



2023 STATISTICS AND 2024 PROJECTIONS



2023 STATS

All statistics are during the period of announcement of the event until the final day of the event.



**2,593,648 DIGITAL ACCOUNTS
REACHED (INSTAGRAM,
FACEBOOK & TWITTER)**



**7,336 SPECTATOR
TICKETS SOLD**



**£15,000+ TICKETS DONATED TO
THE LOCAL COMMUNITY**



**400+ SWIMMERS
COMPETED**

2024 PROJECTIONS



**10M+ DIGITAL REACH ACROSS
(INSTAGRAM, FACEBOOK, X &
YOUTUBE)**



**12,000+
SPECTATOR TICKETS
SOLD**



**£20,000+ TICKETS DONATED TO
THE LOCAL COMMUNITY**



**600+ SWIMMERS
COMPETED**



PARTNERSHIP OPPORTUNITIES



HEADLINE PARTNER

1 OPPORTUNITY AVAILABLE

- Naming rights to the event – The AP Race London International “powered by _____”
- Four seats per session in the allocated poolside VIP section
- 60 Second advert played at numerous moments on the venue videoboard
- Constant* logo visibility on the scoreboard
- Consistent logo space on social media posts
- 30% of all available commercial space
- Full page programme advert
- Commercial space opportunity throughout the competition

PRICE ON OFFER

EVENT PARTNER

4 OPPORTUNITIES AVAILABLE

- Two seats per session in the allocated poolside VIP section
- 30 Second advert played throughout the competition on the main scoreboard
- Social media activation (to be discussed to suit partner preferences)
- 10% of all available commercial space
- Half page programme advert
- Commercial space opportunity throughout the competition

Official categories partnership are available with this partnership, for example – Official Swimwear Partner/Official Hydration Partner of the AP Race London International

£5,995 PER PACKAGE

EVENT SPONSOR

PER EVENT

For every “A Final” there is the opportunity to have naming rights for the specific events. For example – The _____ Men’s 100m Breaststroke Final.

All events cost £250 to sponsor, including verbal and visual in-venue references during the event on race day, plus branding visibility on social media and programme assets associated to this specific event.

There are 34 opportunities across all events male and female;
• 50m, 100m and 200m of all strokes,
• 200m and 400m Individual Medley,
• 400m, 800m and 1500m Freestyle

£250

All sponsorships must be businesses/brands, you may not sponsor an event under an individual's personal name.

SUMMARY



We are open to any requests made by potential partners. If there are any commercial opportunities, you desire to explore that aren't listed above please contact us to discuss these requests.

This proves to be an incredibly exciting opportunity for any commercial partners to be involved in as a fresh and revolutionary swimming event in the UK. For any questions or interest in being involved in this event please contact ed@aprace.club

AP Race – Where we aim to help everyone become “Better Than Yesterday”



Better Than Yesterday



“Better Than Yesterday”

“Better Than Yesterday”

