



Independent
Association of
Prep Schools

SPONSORSHIP PROPOSAL

IAPS SWIMMING CHAMPIONSHIPS
EXCLUSIVE SPONSORSHIP OPPORTUNITY

As the exclusive sponsor, your organisation will receive prominent recognition across event materials, with your name featured as the championship sponsor



About IAPS

A professional association that represents the heads of leading independent prep schools in the UK and internationally. IAPS provides support, advice, training, and networking opportunities for its members, and promotes excellence in prep school education. IAPS has over 650 member schools and aims to support and represent its members, helping them to maintain high standards in teaching, curriculum, pastoral care, and staff professional development.

IAPS offers a wide range of sports and extra-curricular events designed to provide opportunities for pupils in member schools to enjoy the thrill of competition in a supportive and structured environment. The IAPS Sport programme is a key element of the association's offerings, providing a diverse range of events covering multiple sports from athletics, swimming, and cricket to more specialised sports like fencing, skiing, and shooting.

The IAPS swimming championships is IAPS' flagship event where 5000 pupils compete to qualify for a space at the finals. The finals is the largest event in the IAPS Sport programme and will see 1,500 competitors from around 230 UK prep schools. With 3,200 IAPS parents in the spectator concourse, this is an excellent opportunity for your company to reach a new audience.

IAPS Swimming Championships

Overview



5,000

Participants



40

Qualifying rounds



292

Participating schools



1,500

Finalists



3,200

Spectators



70

Volunteers

Finals Event Details



6 June
2026



London
Aquatics
Centre



3200

Spectators



1500

Finalists

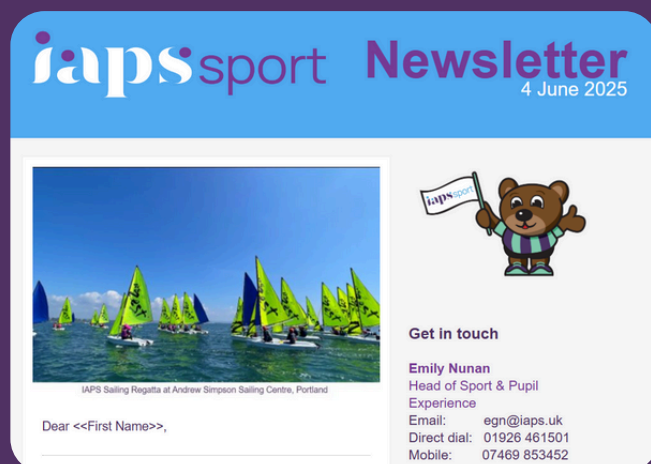


230

Schools attending

Sport Newsletter

As the exclusive swimming sponsor, you will be featured in our IAPS Sport Newsletter, which is sent directly to an audience of 1,107 teaching staff across IAPS member schools.



This newsletter includes key updates on upcoming events, entry deadlines, national governing body guidance, and competition results. It is a trusted and well-read source of information for those leading and delivering sport in their schools.

Your sponsorship would include a feature in this communication, offering a valuable platform to highlight your organisation and raise awareness of your services within the IAPS network.

You will also feature in communications relating to the swimming championships as the exclusive sponsor.

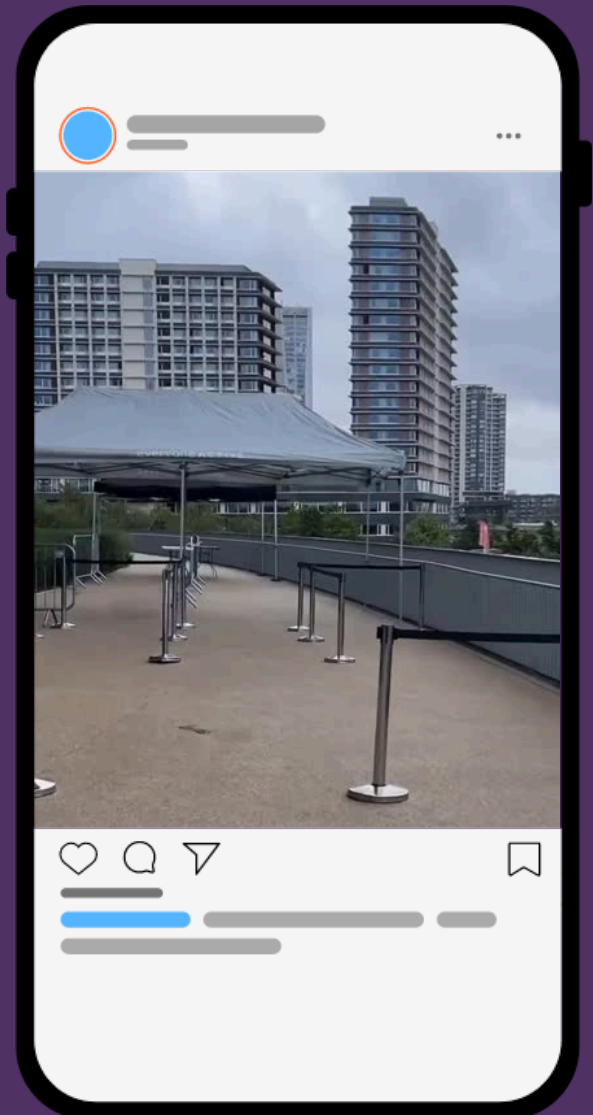
This maximises your brand's visibility and impact across the IAPS network.

Social media

As part of the sponsorship package, you will benefit from regular exposure across IAPS Sports active social media platforms, which are dedicated to promoting school sport and showcasing the achievements of pupils across our member schools.

IAPS manages social media throughout the build up and during the finals. The IAPS Sport Instagram page received **78,000** views over a 30 day period for the 2025 swimming finals.

Your brand will be featured as part of the championship coverage including ongoing communications and sponsor highlights, helping to maximise your reach and connection with the IAPS community.

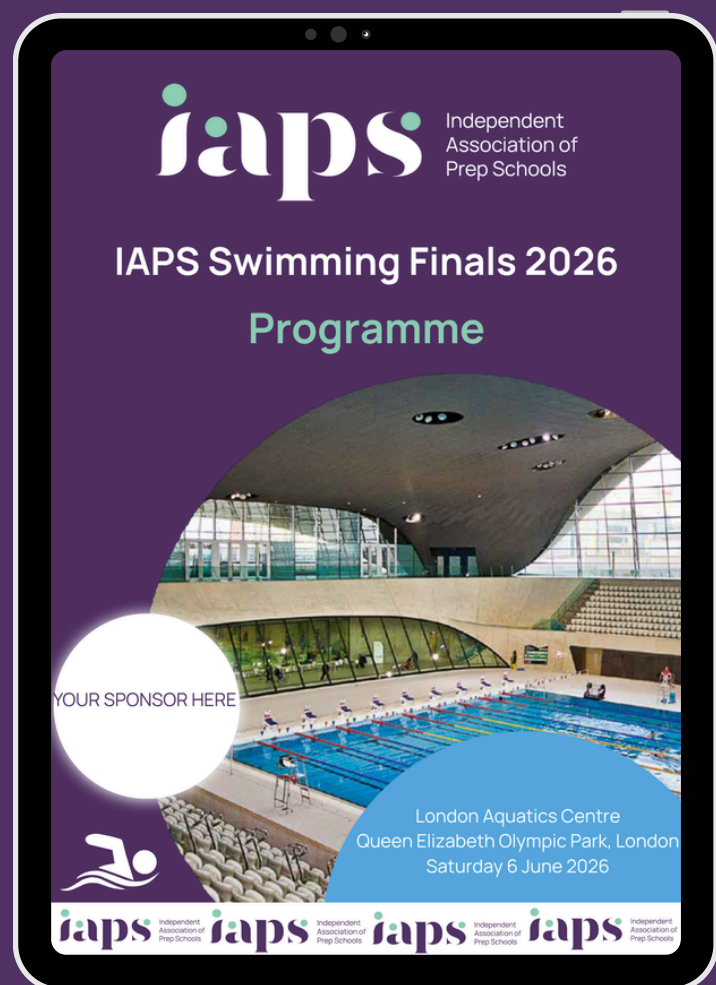


Event programme

The digital swimming programme is available on the IAPS swimming webpage two weeks prior to the finals. The programme is also accessible at the venue for spectators, swimmers, coaches and teachers. The 2025 programme received 3,300 views.

The programme is:

- Circulated digitally to all attending schools ahead of the event
- Published on the IAPS website for broader visibility
- Accessed on the day via prominent QR codes available to spectators, staff, and pupils



As the exclusive sponsor you will have the opportunity to place a full page advert on the inside cover, as well as your company logo featuring on the front cover.

Featuring in the event programmes ensures that you gain direct exposure to a highly relevant audience at each event, reaching both participants and school staff, as well as attending families and supporters.

Branding

The sponsorship will include the opportunity to display a branded message on electronic screens at the venue - the main information points for the 3,200 spectators, 1,500 swimmers and 400 school staff.

Your organisation will have the opportunity to display branded banners or a stand at the event. Here your logo and branding will be seen by competitors, coaches, parents, and staff.

As the exclusive sponsor your logo will feature on the spectator booking website, live from the moment ticket sales open.

Your logo will also feature on the IAPS swimming championship webpage, which is the main information point for parents, school staff and swimmers ahead of the finals.

This will provide you with exposure to an audience of independent school families. With weeks of digital visibility followed by direct engagement opportunities with over 3,000 attendees.



Sponsorship package

£3,999

- ✓ **Company name featured as exclusive sponsor in marketing and promotional materials for the championships**
- ✓ **Recognition in championship communications including social media posts and the newsletter**
- ✓ **Logo placement on the championship webpage, finals digital programme and signage at the finals**
- ✓ **Your logo on the finals spectator booking website**
- ✓ **Full page advert on inside front cover of finals programme**
- ✓ **Branded message on electronic screens at the finals**
- ✓ **Opportunity to display branded banners or stand at the finals**



Independent
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Prep Schools

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