

## PROMO KIT

### Introduction

The Try Art Swim events give future athletes a chance to experience Artistic Swimming firsthand and see why so many choose synchro as their sport.

The below assets can be utilized at your club and on social media to promote your Try Art Swim events and/or beginner programs. By getting the word out to your direct community, you are giving your club the opportunity to gain new Artistic Swimmers.

This campaign content has been developed for Ontario Artistic Swimming and clubs to use at any time of the year and for years to come. Clubs are also invited to adjust copy where needed and to create their own imagery using the provided watermark.

Our goal is to build a recognizable brand for “Try Art Swim” events and grassroots programs and align key messaging and visuals across the province.

Find the assets you need to promote Try Art Swim at your club below.

### Overview

In this kit you will find:

- Social media posts - copy and images
- Blog/website/newsletter copy
- Campaign logo/watermark for custom images
- Posters for print and/or digital ads (for local program guides, e-mail attachments, hanging up at pools/facilities, etc.)

### Blog Post

*This blog post can be posted to your club's website to describe the Try Art Swim event at your location.*

## **Your personal introduction to Artistic Swimming: our Try Art Swim event**

When it comes to Artistic Swimming, the water is your stage. Born as synchronized swimming and now renamed to further the path to global inclusivity, artistic swimming combines musicality, dance, drama, and gymnastics in the water. It develops teamwork and friendships, and with recreational, competitive, and sport-for-life programs, there is something for all ages and abilities.

Try Art Swim  
Copy  
August 2021

As artistic swimmers will know, skills learned in the water can be applied out of the water, now and in the future. The athletic ability, resilience, and confidence needed to succeed in synchro can be seen in our athletes far after they get out of the water.

Interested but not sure where to start? Come out to [\[INSERT YOUR CLUB'S NAME\]](#) and bring your child to our Try Art Swim event to find out why so many choose synchro as their sport.

### **What is Try Art Swim?**

This is your child's chance to experience Artistic Swimming firsthand.

The Try Art Swim events will start with creative games for your child to show off their swimming skills - show us your front flutter, star float, and all your favourite moves! Your child will then learn a short synchro routine, combining dance, music and drama, before putting on a show for you to show you their new moves.

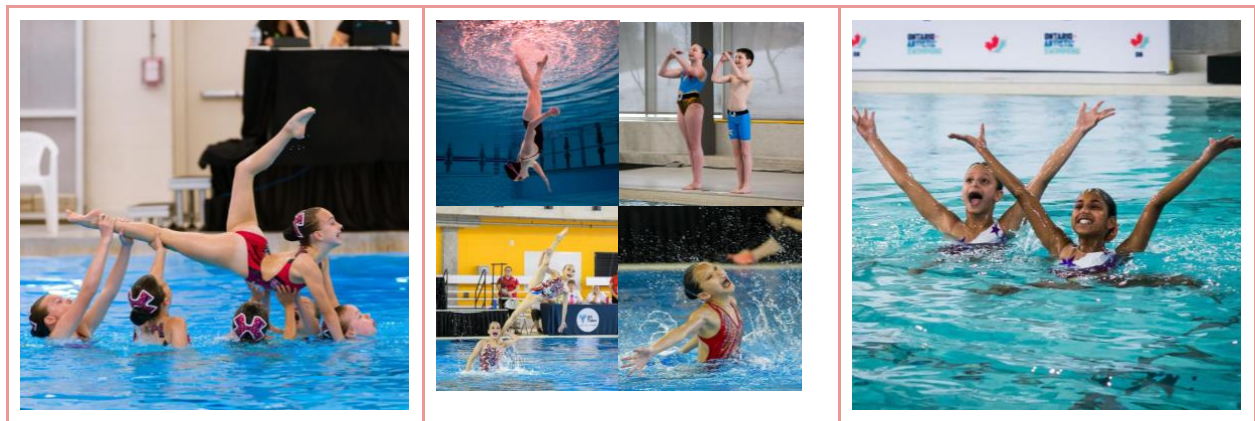
This is also a great chance to meet the friendly coaches at your local club and get direct instruction and demonstrations from some of our older athletes.

And of course - leave with new friends!

### **Social Media Posts**

[\[IMAGES HERE\]](#)

*These images and copy can be used on your social media channels to get the word out about the Try Art Swim events at your location. For Instagram, make sure your link in bio heads directly to your Try Art Swim blog and/or information page so people know how to sign up!*



Teamwork, creativity, confidence: they go together, and they develop in the pool - bring your child to try Artistic Swimming and find out why so many athletes choose synchro as their sport! Find a club today.

Looking for the perfect new addition to your child's schedule? Let them dip their toes in and find out why so many athletes choose Artistic Swimming as their sport. Find a club near you today.

📷: @artswimcanada

The joy on our synchro swimmers' faces when they finish a routine is everything. 🧐

Have a little swimmer at home that wants to give artistic swimming a try? Come out to our Try Art Swim event at a club near you.

**Instagram:**

Find a club at the link in bio today! 🏠

**Facebook:**

Find a club today!

🏠 [Direct link]



We love watching our athletes thrive at every age!

Give your child the gift of Artistic Swimming by coming out and Try Art Swim -

**Instagram:**

We say artistic swimming is like dancing in the water for a reason! 🧑

See for yourself by signing your dancer up to Try Art Swim at a club near you -

**Instagram:**



**COPY**

Do you have a little swimmer at home that loves to head to the pool with friends? 🏠

Everyone can sign up together to find out the true meaning of teamwork in the pool.



Try Art Swim  
Copy  
August 2021

<p>sign up now at the link in bio!</p> <p><b>Facebook:</b> sign up now! <a href="#">[Direct link]</a></p> <p> @jacqueline_simoneau  @claudiaholzner</p>	<p>link in bio!</p> <p><b>Facebook:</b> <a href="#">[Direct link]</a></p>	<p><b>Instagram:</b> Find a club near you at the link in bio.</p> <p><b>Facebook:</b> Find a club near you: <a href="#">[Direct link]</a></p>
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