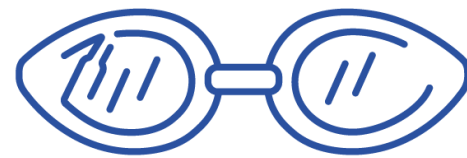
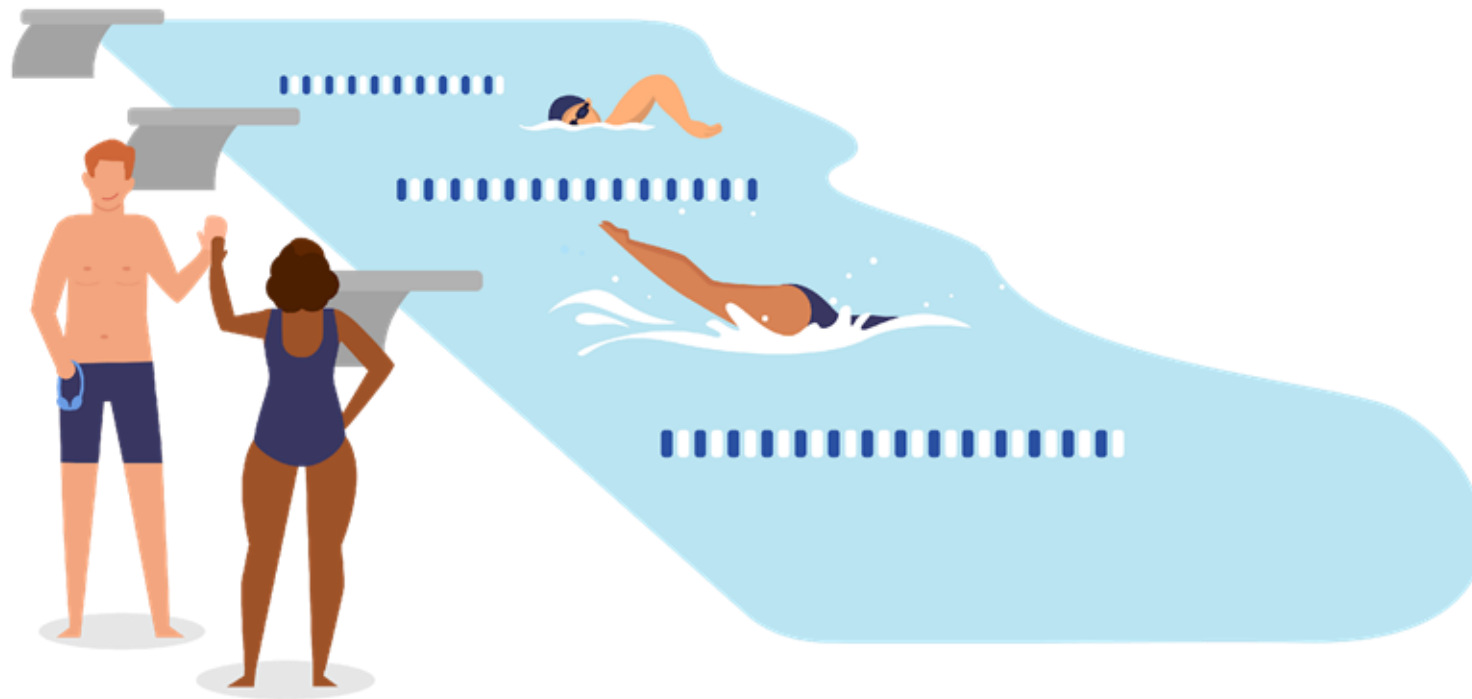


Brian Robbins: Head Grown-Up
Crystie McGrail: Team Captain, Longmonsters
Meghan Varner: Regional Grown-Up, Denver



GROWN-UP SWIMMING®



Grown-Ups Can Have Fun Too

Give adults access to fun swim leagues.



Grown-Up Swimming @ Relay

2024: The Community of Grown-Up

2025: Grown-Up for USMS Clubs

2026 – Grown-Up Events



Grown-Up Swimming as an Event



We run swim meets!



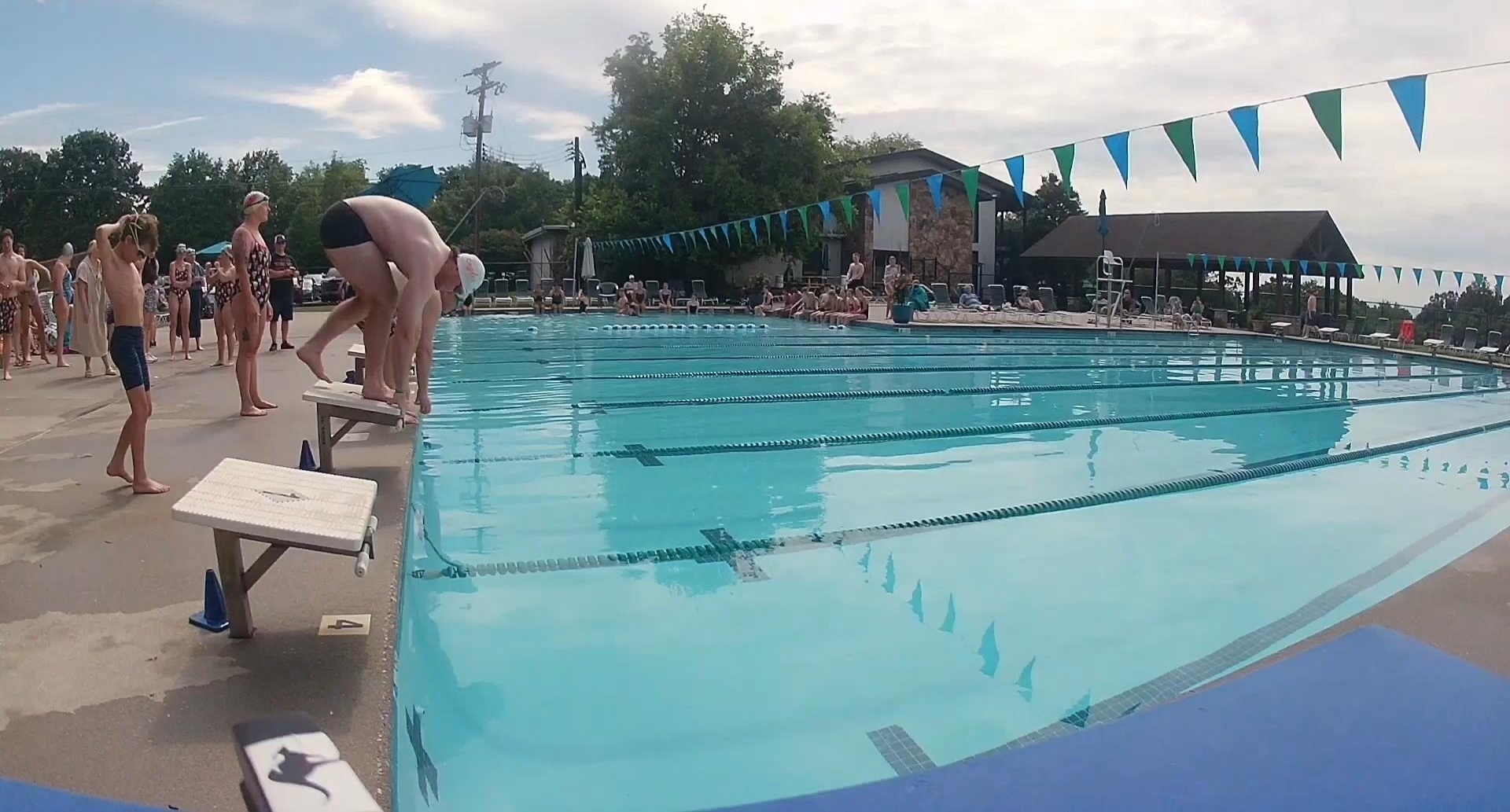
Super fun summer league swim meets!



(BTW it's cheap!)

05/31/2026 10:06:18







Meet the swimmers



Kaitlyn

Kaitlyn could swim before she could walk. She joined a club team when she was an 8 & under and swam through college. Now that she's graduated, she wants to stay fit and postpone the inevitable "swammer" status.

AGE: 25



Howard

Howard played tennis and soccer in his youth and early adulthood. Five years ago, he injured his knee and had to scale back on high-impact activities. He loves staying active but needs to protect his knee and avoid re-injury.

AGE: 36



Stacy

Stacy is a working mom who is looking to get in shape. She swam in high school and loves timing at summer league meets but thought that her swimming career was over before learning about Grown-Up Swimming.

AGE: 42



Marco

Marco is a seasoned athlete who enjoys competing. He's a USMS hardo who loves racing, chasing Top 10s and Records. He wakes up early every day to train for upcoming races. He already gets lots of exercise but wants to spice up his fitness routine with a bit of fun and because he doesn't miss out on swimming things.

AGE: 60



James

James is a year-round fitness swimmer. He swims to stay in shape. His workout buddies always try to convince him to do a Masters meet, but he's not having it. Grown-Up though, sounds like a blast: short meets, short races, and a social afterward might get him on deck.

AGE: 45

Meet the team captains



Sofya

Sofya is a summer league coach, who is GREAT at engaging the parents and adults in her community. They all love being around the pool, Sofya loves being around the pool. And, she can make some more money by organizing the team.

AGE: 28



Trevor

Trevor is a parent on the summer league team in his community. He serves on the pool board, times at kids' swim meets, and loves the parent-coach relay at the end of the season. He's running his Grown-Up team because he's taking that parent-coach relay to the next level.

AGE: 52



Natlie

Natalie is a longtime swimmer and wants to see more adult swimming in her community. She is passionate about team building, has pulled her network together to do a few practices during the season, and most importantly go to socials after each meet.

AGE: 41



Derek

Derek is a head masters coach and admin. He understands the retention and growth value of offering Grown-Up programming to his team. But really, he's the "Team Captain" because it's freaking awesome.

AGE: 64

Crystie McGrail



Getting Started

1. Pick a Team Name - Make it FUN
2. Pick a Captain (primary admin)
3. Reach out to your League Director
4. Make a flyer - leave it EVERYwhere





LONGMONSTERS

Longmont Grown-Up Swimming

ADULT SUMMER SWIM LEAGUE

We'll meet up for some casual "workouts" and then "race" against other local teams in 25's and 50's and RELAYS on a few Friday Nights in Boulder.

The only requirement is being ready to have fun!

longmonsters-gus.swimtopia.com



**Scan for more info
& to Register**

The Wonder of Swimtopia

1. Everything in one place. Amazeballs
2. Plug and play website
3. Plug and play team registration
4. Plug and play email platform

<https://longmonsters-gus.swimtopia.com/>



League Director Support

1. They send the reminders to register.
2. They send the reminders for meet entries to all participants.
3. They send you reminders for Relay entries (gotta do those yourself).
4. They put together heat sheets, run the meet, send you results.
5. They put together socials.
6. They make your life wonderful.

MVP = League Director

















Meet the league directors



John

WORKING PROFESSIONAL

John is a working professional and a swimmer with a strong network in the swimming community. He loves the sport, and takes every chance he can get to be involved. He has had a grown-up job for a couple of years now, and has proven that he has the skillset and desire to organize community events. He's been successful in his career, but he would love to make some money on the side. He thinks Grown-Up Swimming could be the answer!



Amanda

CLUB COACH | MASTERS COACH

Amanda is a year-round club coach. Swimming is not only her career, but it's what she loves. Right now, her masters swimmers come in, swim, and leave. She's looking for ways to attract more masters swimmers and get them more engaged with each other as a community. She thinks that starting a Grown-Up Swim League would be a great way to do just that!



Matt

TEACHER | HS COACH | SUMMER LEAGUE COACH

Matt is a teacher who coaches high school AND summer league teams. He loves being involved in the sport, and has a ton of friends in the local swimming community. He's looking to make a few extra bucks during his free time in the summer. He thinks, "Hey, I'm going to be hanging with these folks anyway, may as well put on an event and get paid for it, right??"

Meghan Varner



USMS Support: Teams & Marketing

- Top 3 teams average 36 people each — all Masters teams
- LMSC-level marketing: newsletter features, website spotlights, and a booth at the SCY Championship
- Workout-group-level marketing: newsletters, social media, website features, and on-deck announcements
- Also a natural feeder into full USMS teams

Built for Ease: Time Commitment



Run the league alongside a full-time job



Meet weeks: about 4 hours



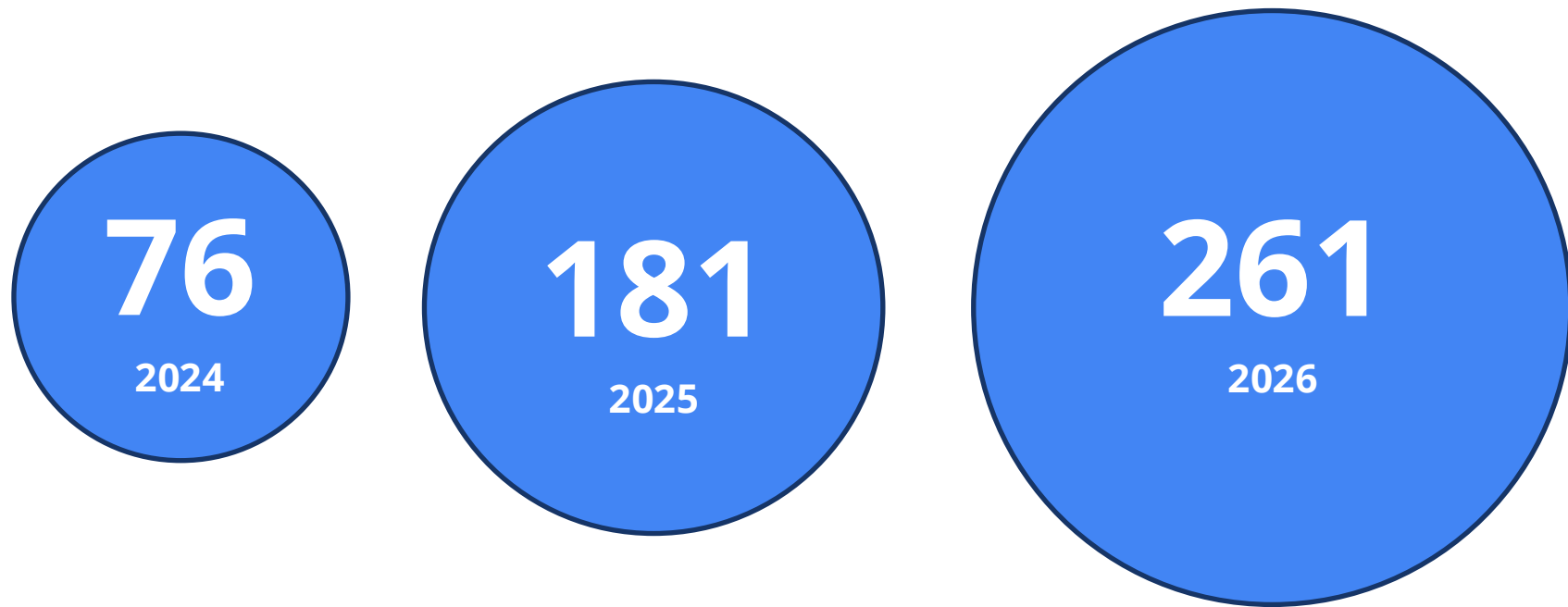
Regular weeks: less than 1 hour

Built for Ease: Tech, Pools, & Volunteers

- Tech fits in a box the size of a shoebox — swimmers time themselves
- Pools are more open to hosting because meets are short
- Short meets expose aquatic staff and lovers to the facility
- Volunteering is optional — with 2-hour meets, recruiting and retention are easy



Denver's Growth



183% growth since 2024

What Makes It Rewarding

- Year 3 - introduced new local partners
- League t-shirt was a hit
- Rewarding for families
- Builds community
- Accessible: low stakes, low pressure



See you at the pool!

Learn more at grownupswimming.com

Contact us:

meghan@grownupswimming.com

crystie.swims@gmail.com

brian@grownupswimming.com

