



U.S. MASTERS SWIMMING



RELAY2024
COMMUNITY DEVELOPMENT
— HOUSTON —

Strategy to Empower Adults to Swim

Club Development

Event Development

Community Development

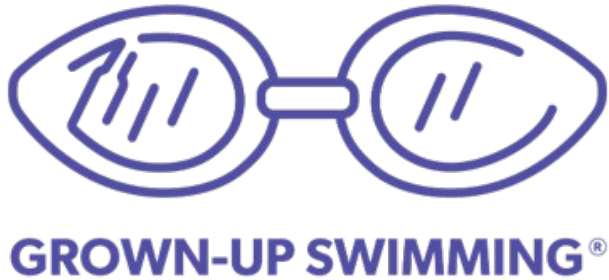
Local Focus of Volunteers

Independent Swimmer



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Choose Your Lane(s): DEVELOPING NEW WAYS TO PURSUE THE MISSION





**US. MASTERS
SWIMMING**

Est. 1970

Product: Membership

Individual

Club

Value Proposal

Clubs
Coaches
Sanctioned Meets and
Open Water Swims
Recognized Meets

SWIMMER
STREAMLINES
Workout Library
Digital Content
Online Account / Forums
Partner Discounts
Results Database and Recognition of
Achievements
Insurance

Target Markets:

Primary: ages 45+

Interested in:

- **Benefits of a club: coaching and group fitness**
- **Competition and recognition**



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COLLEGE CLUB

SWIMMING

U.S. MASTERS SWIMMING

Est. 2017

Value Proposal

Product: CCS Membership

Club Membership

Individual Registration

Bridge Membership

CCS Clubs
CCS Sanctioned Meets
Regional and National
Championships

Through Bridge Membership:

SWIMMER (Digital only)

STREAMLINES

Workout Library

Digital Content

Online Account / Forums

Partner Discounts

Results Database

(Insurance)

Primary Demographics:

Ages 18-24

Interested in:

- **Continuing to swim in college (non-varsity)**
- **Benefits of an on-campus club**
- **Competition and recognition**



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GROWN-UP SWIMMING[®] *Acquired 2024*

Product: Adult Summer League
One registration for league meets

Value Proposal

4-5 summer league meets
Short events only (25's, 50's, 100's)
Short time commitment

Primary Demographics:

Ages 18-45

Seasonal Pool Access

Laid back atmosphere

May feel intimidated by concept of Masters Swimming

Masters Swimming may not be a convenient option



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Product: Support for Independent Swimmer
Annual or Monthly Subscription

Value Proposal

Access to all USMS support excluding clubs, events, insurance
SWIMMER (Digital only)
STREAMLINES
Workout Library
Swim.com Integration
Digital Content
Online Account / Forums
Partner Discounts

Primary Demographics:

Ages 25+

Beginning adult swimmer (i.e., can swim but want to get back into it or start a swimming fitness routine)

Enjoy convenience of open swim or don't have access to USMS Club.

Not interested in club or sanctioned events

May feel intimidated by concept of Masters Swimming

Triathletes



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Est. 2020



**ADULT
LEARN-TO-SWIM
PROGRAM**
U.S. MASTERS SWIMMING

Est. 2015

Product: Adult Learn to Swim Instructor

Curriculum and Grant Program

Certification Fee and Donations

USMS Value

Learn-to Swim Community Give Back

Club/Event/LMSC Community Engagement

Fundraising

Volunteer to Instruct or Assist

Connection to USA Swimming Foundation

and grant operations

Provides a lifesaving skill

Primary Demographics:

Coaches/ Swimmers looking to give back

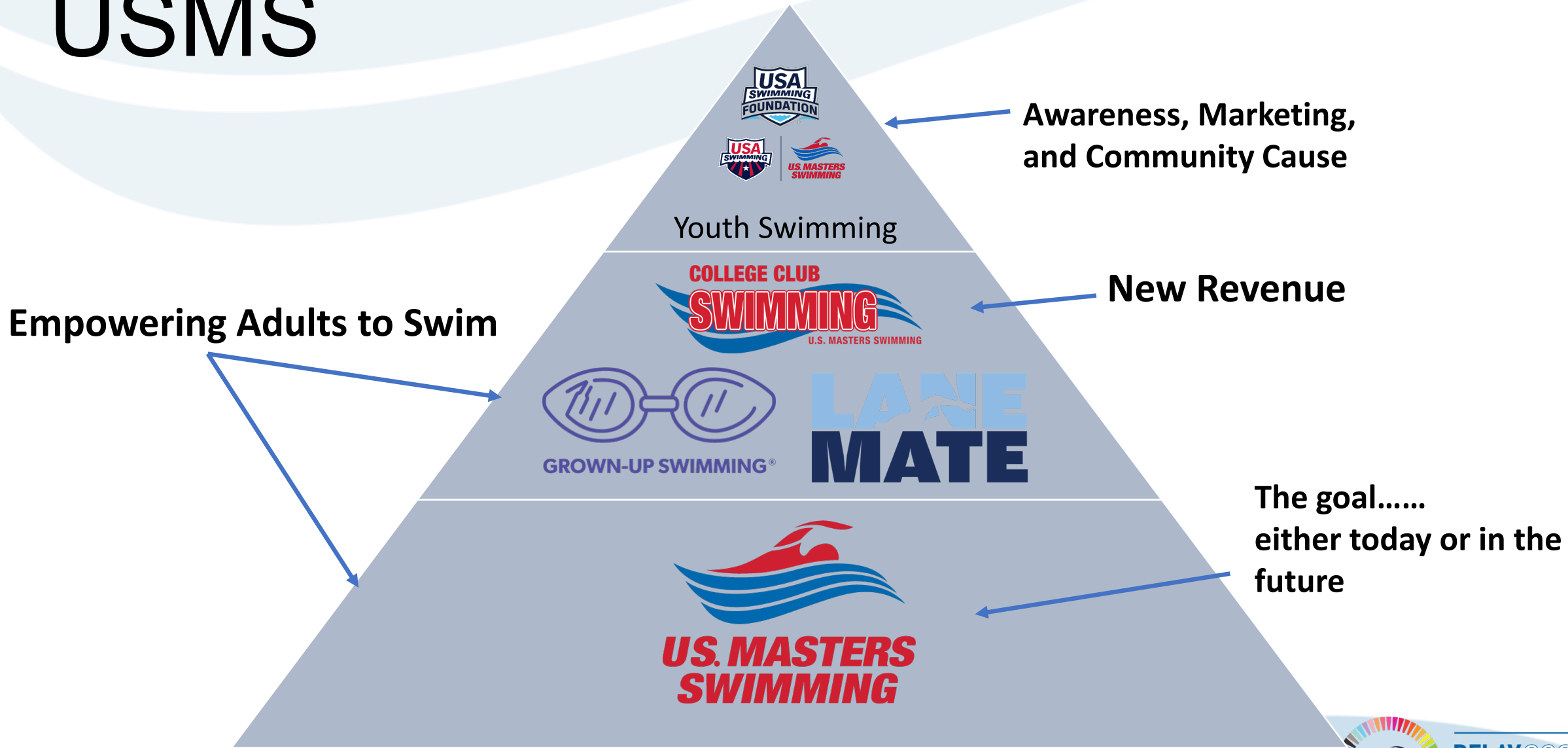
Members looking to donate to a great cause

Clubs/Events/LMSC looking for cause marketing engagement



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USMS



Questions:

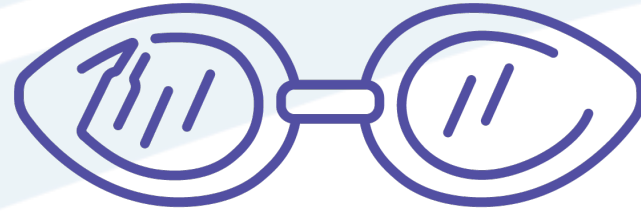
dhughes@usmastersswimming.org

Schedule a call:

https://calendly.com/usms_ceo/ceo

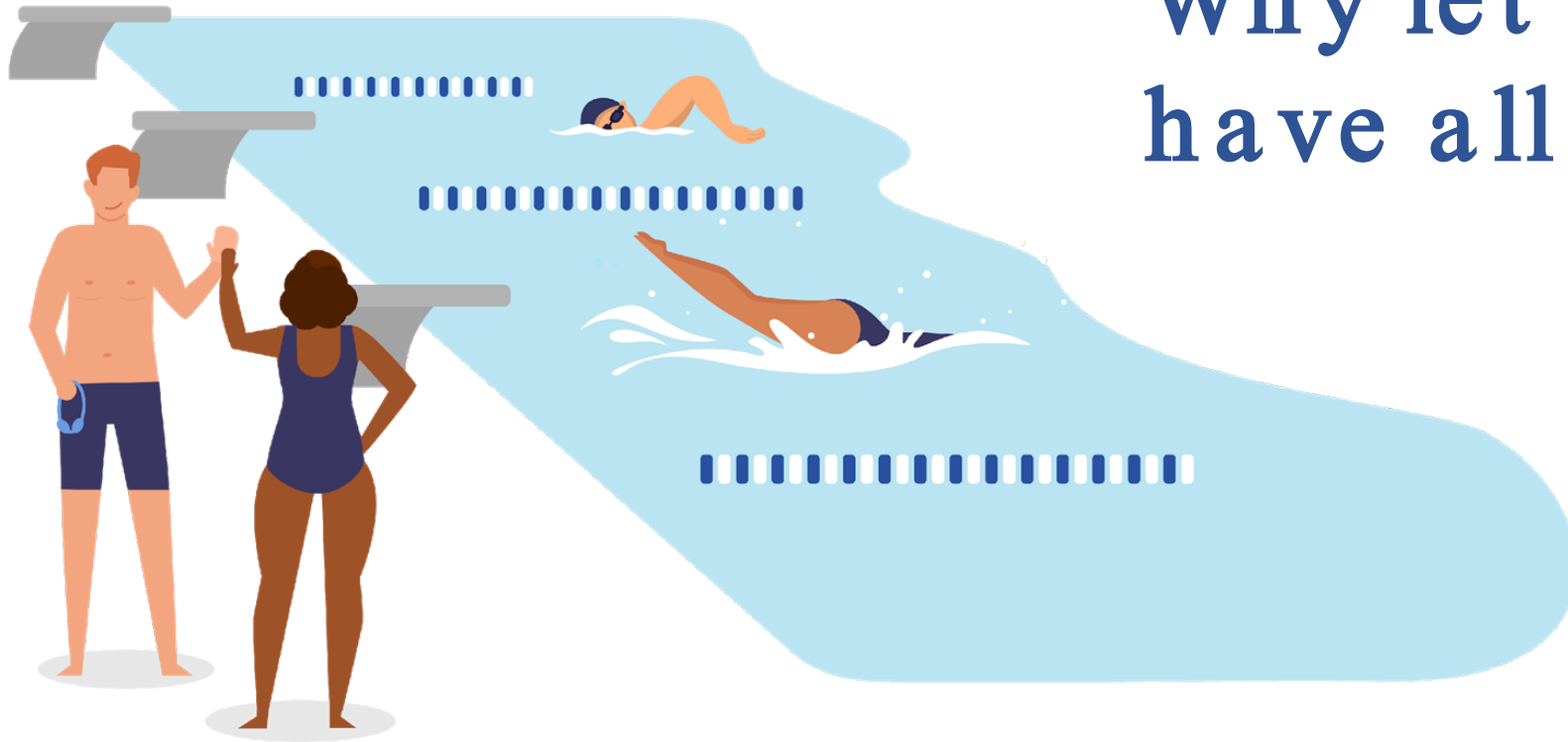


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GROWN-UP SWIMMING®

Why let kids
have all the fun?



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What's it look like



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What's it look like



3-4 “Divisional” or “Regular Season” Summer League Meets



1 Championship of the World



Social Afterward



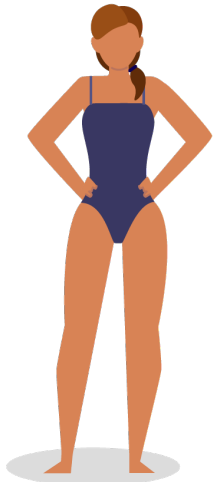
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Meet the swimmers

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.

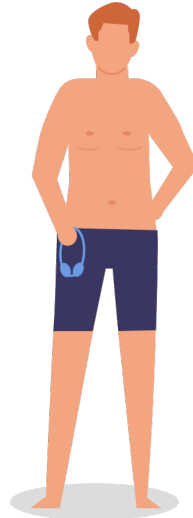
AGE: 25



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.

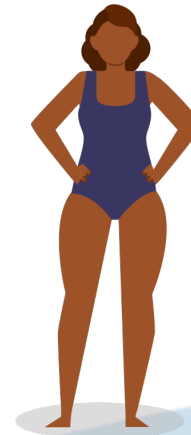
AGE: 36



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.

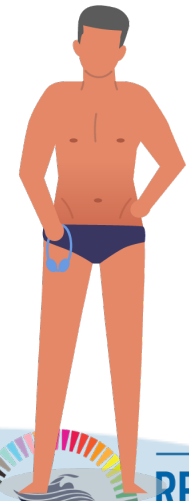
AGE: 42



Marco

Marco is a seasoned athlete who enjoys competing in triathlons. 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.

AGE: 60



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 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?"



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What Is a Grown-Up Swim Team?

- Existing Masters teams (or subsets of Masters Teams)
- Groups of friends
- Neighbors with a killer parent-relay at kids' meets who want to take their talents to the next level

TEAM REQUIREMENTS:

- A Team Name
- A Team Captain with contact information
- A pinky-promise that everyone on your team can make it to the other side of the pool without floaties



Grab your goggles and let's get started!

Learn more at grownupswimming.com

Contact us at brian@grownupswimming.com

Book Time: calendly.com/grown-up/connect



Appendix



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How it works for teams & team captains

It's easy to get started. If you're in, we'll get you set up with:



A team page and registration



Workouts for summer league coaches to run right before kids' practices



Checklist for hosting your first meet



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FAQs

Grown-Up Swimming? What the heck is that?

A goofy league for folks 18 and over who want to have a laid-back atmosphere to race and be social. It's like slow-pitch softball or summer league for grown-ups.

I can't just leave my kids at home...

Bring 'em! We need them as timers, and most meets will start off with a "multi-generation" relay, so you can even swim with them!

Cookouts? Are there really cookouts?

Yep, most of the host pools will run a grill and concession stand at the end of the meet for all of your caloric needs!

What are the team requirements?

Eh, there aren't really any other than a team name, contact information for a Team Captain, and a pinky promise that everyone can make it down the pool without floaties. Though...that would be a fun race format. In all seriousness, you can have 4 people on a team or you can have 60.



Meet structure

Sprint Meet

The blazing fast 25s and 50s will give you a chance to get back to your 10 & under days with some short races!

Traditional Meet

After warming up with the 25s, we will get back to the basics and swim the events and distances you have come to know and love at a summer league swim meet.

Nashville Sprint

As hot as their chicken: only 25s in this format! Oh, and a 50 IM...

