

Enhanced Casey Seals OWS Calendar listings

The Casey Seals Open Water Swimming Calendar started in 2001 as a service to our club members. It was then published on our website and has grown in popularity to be the top-ranked site for open water swims in Victoria. The Calendar is viewed over 20,000 times each year!

We provide the calendar and associated information as a FREE information service to the open water swimming community – we do not charge events to have an entry in it.

However, we are now offering exciting new options: enhanced listings and calendar sponsorship!

For a small fee, you will be able to enhance your event's listing to make it stand out from the rest of the events (there were 55 event listings in last year's calendar).

To maximise the number of entries attracted to your event, it's important to capture the attention of swimmers looking at the calendar to plan their swims.

Paying a small fee for an enhanced listing in the calendar is a great way to promote your event.

The options we offer are listed below.

1 Background colour highlighting

The background of your entry can be set to whatever colour you request. The colour should be specified as a CSS hexadecimal or RGB value, but we can determine the value if you provide an example for us to base it on. Note however that you should choose the colour so that the details are still able to be read, especially on the small screens of mobile devices.

Cost: \$200

Some samples:

Sat 29 Nov 2014	Mt Martha Mile Part of the Mornington Triathlon weekend events	1 mile (1600m) & 400m	Mt Martha beach, The Esplanade. Melways 144-J11	Website: www.morningtontriathlon.com Facebook: https://www.facebook.com/morningtontriathlon Contact: Scott, XOSIZE 0458 151 306 Email: info@xosize.com.au Registration: Register Now Results: Event website
Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
Sat 6 Dec 2014	Splash Dash Bash	5km, 2.5km, 1.2km & 400m	Kerferd Rd pier, Albert Park	Website: www.splashdashbash.com.au Contact: Anthony Marchesani, Big Dog Events 0401 363 543 Email: splashdashbash@bigdogevents.com.au Registration: Register Now Results: Event website

Sat 29 Nov 2014	Mt Martha Mile Part of the Mornington Triathlon weekend events	1 mile (1600m) & 400m	Mt Martha beach, The Esplanade. Melways 144-J11	Website: www.morningtontriathlon.com Facebook: https://www.facebook.com/morningtontriathlon Contact: Scott, XOSIZE 0458 151 306 Email: info@xosize.com.au Registration: Register Now Results: Event website
Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
Sat 6 Dec 2014	Splash Dash Bash	5km, 2.5km, 1.2km & 400m	Kerferd Rd pier, Albert Park	Website: www.splashdashbash.com.au Contact: Anthony Marchesani, Big Dog Events 0401 363 543 Email: splashdashbash@bigdogevents.com.au Registration: Register Now Results: Event website

Red may be too dark to read the details:

Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
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Dark blue is too dark to read the details



Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
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2 Embedded image(s)

You can add one or more images into your entry, in the Event Name column. Each one can be hyperlinked to a URL that you nominate. The images must fit inside the column, so they must be a maximum of 225px wide.

Note that having an image on a coloured background may reduce the effect of the image, so you should choose the colour and image(s) carefully.

Cost: \$300 per image

Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
Sat 28 Feb 2015	Melbourne Swim Classic Fund-raising for over 550 Vic charities through the Everyday Hero network. See website for more info. 3rd swim in the Top Of The Bay series.		5km, 2.5km, 1.2km, 400m, 4x400 club relay St Kilda Beach	Website: www.melbourneswimclassic.com.au Contact: Floyd Taylor 0406 612 657 Email: see website Registration: Event website Results: Event website

3 Link to event poster/flyer

If you've got an event flyer or poster that you'd like to include in your listing, we can add a link to it. The file can be on our website or it can be linked to the file on another site. The file should be in either PDF format or an image format such as JPEG/JPG or PNG and preferably under 1mb.

Cost: FREE!

Sat 20 Sep 2014	Hazelwood 100 Rocket Science Sports Swim Part of the Hazelwood 100 multisport festival including Olympic-distance tri. Swim is in Hazelwood Pondage, heated by the power station.	1.5km	Hazelwood Pondage, Latrobe Valley Melways 628-D7	Flyer: Click here Website: www.lvtriclub.com.au Contact: Noel Fenn 0417 116 530 Email: lvtriatlon@live.com.au Registration: Event website Results: my race result
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4 Larger entry

This provides for extra blank space at the top and bottom of your entry.

Cost: \$200

Sun 7 Dec 2014	Masters Swimming Victoria - OWS training, session #2 (see details for previous session on Sun 30th Nov) Coaches: Frank Haas and Brenton Ford		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
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5 Combining enhancements

Your entry can combine any of the above enhancements for extra effect if desired.

For example, a background colour plus larger entry (\$200 + \$200 = \$400):

Sun 7 Dec 2014	Masters Swimming Victoria - OWS training, session #2 (see details for previous session on Sun 30th Nov) Coaches: Frank Haas and Brenton Ford		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
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Or an embedded image with a background colour and larger entry (\$300 + \$200 + \$200 = \$700):

Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
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6 Custom enhancements

If you want to enhance your event listing in a way that is not covered here, please contact us to discuss your requirements and pricing.

These would have to be manually edited into the page each time the calendar is updated, so the cost would be based on how many weeks you want the enhancements to be used. There would also be an initial setup cost.

Indicative cost for a simple customisation is around \$400 for the initial setup plus \$40 per week that the custom enhancements are applied.

7 Calendar sponsorship - website

We will place the words “Presented by” and your event name &/or logo or image at the top of the OWS Calendar webpage and at the top of the actual events list – see screenshots below. The image or logo, if used in the top of the events list, would have to be small enough to fit in the header.

Obviously there can be only one sponsorship at a time, so first-in, best-dressed!

Cost: \$1000

At the top of the Calendar page:

The screenshot shows the website for Casey Seals Masters Swimming Club. The header includes the club name and navigation links (Home, Contact us, Sitemap). The main content area features the title 'Victorian Open Water Swim Calendar' and a 'Presented by' field with the placeholder text 'Your event name &/or logo'. Below this is a welcome message and a list of events. A photo of a swimmer holding a trophy is visible on the right side of the page.

At the top of the actual events list:

Victorian Open Water Swim Calendar presented by <i>Your event name &/or logo</i>				
Date	Race/Event name & info	Distance	Location	Website / Contact / Results
Sat 20 Sep 2014	Hazelwood 100 Rocket Science Sports Swim Part of the Hazelwood 100 multisport festival including Olympic-distance tri. Swim is in Hazelwood Pondage, heated by the power station.	1.5km	Hazelwood Pondage, Latrobe Valley Melways 628-D7	Flyer: Click here Website: www.lvtriclub.com.au Contact: Noel Fenn 0417 116 530 Email: lvtriathlon@live.com.au Registration: Event website Results: my race result
Sat 11 Oct 2014	Hazelwood Sauna Swim Swimmers wearing wetsuits will be ineligible for prizes. Swim is in Hazelwood Pondage, heated by the power station.	1km, 2.5km, Team Pursuit	Hazelwood Pondage, Latrobe Valley Melways 628-D7	Website: www.traralgonswimming.org.au Contact: Jane Mitchell 0419 107 366 Email: janem@netspace.net.au Registration: Register Now Results: my race result
Sat 11 Oct 2014	Victorian Open Water Championships	10km	Hazelwood Pondage, Latrobe Valley Melways 628-D7	Website: www.swimmingvictoria.org.au Registration: Register Now Results: my race result

8 Calendar sponsorship - PDF

We will place the words “Presented by” and your event name &/or logo or image at the top of the PDF calendar which is available for download from the OWS Calendar page.

The image or logo, if used, would have to be small enough to fit in the box.

Cost: \$600



Casey Seals Masters Swimming Club – www.caseyseals.com.au
2014/15 Open Water Swim Calendar
Updated 8 Oct 2014

Date	Event name	Start Time	Distance	Location	Entry Fee	Organisers/ Contact
Sat 20 Sep 2014	Hazelwood 100 Rocket Science Sports Swim Part of the Hazelwood 100 multisport festival including Olympic-distance tri. Swim is in Hazelwood Pondage, heated by the power station.	2:00pm	1.5km	Hazelwood Pondage, Latrobe Valley Melways 628-D7	\$20	Noel Fern 0417-116-530 lvtriation@live.com.au http://www.lvtriclub.com.au
Sat 11 Oct 2014	Hazelwood Sauna Swim Swimmers wearing wetsuits will be ineligible for prizes. Swim is in Hazelwood Pondage, heated by the power station.	1:15pm	1km, 2.5km, Team Pursuit	Hazelwood Pondage, Latrobe Valley Melways 628-D7	\$35 On day: \$45	Jane Mitchell 0419-107-366 janem@netspace.net.au http://www.trailgongswimming.org.au
Sat 11 Oct 2014	Victorian Open Water Championships	9:15am	10km	Hazelwood Pondage, Latrobe Valley Melways 628-D7	\$35	http://www.swimmingvictoria.org.au

9 Calendar naming rights

This includes:

- Any or all the above event listing enhancements,
- Adding your name to the calendar throughout the website (eg. changed from “Casey Seals OWS Calendar” to “Great Otway Swim Casey Seals OWS Calendar”),
- Placement of your name/logo at the top of the club’s Major Sponsors list on every page on our website.

Note that this option is not restricted to OWS events and is available to other organisations connected to open water swimming, such as:

- wetsuit companies,
- sports shops,
- swimming merchandise companies,
- etc.

Cost: Contact us.