



PRINCE WILLIAM COUNTY PUBLIC SCHOOLS

AQUATICS

CENTER

Safety ~ Education ~ Fitness

COMMERCIAL ADVERTISING & SPONSORSHIPS

**One of the *newest* and *most advanced*
aquatics facilities in the Northern
Virginia area!**

Our Facility

Competition Pool:

- **40 yards x 25 yards (15 lanes x 25 yards)**
- **Moveable bulkhead allows for different configurations**
- **Capacity for more than 300 swimmers**
- **Custom Colorado Time Systems equipment and full video scoreboard**

Leisure Pool:

- **Zero-depth entry area with play feature and spray rings**
- **Instructional area with consistent depth of 3.5' and an underwater bench**
- **Water slide that is over 20' tall and 150' long**

Wet Classroom:

- **Multi-use room for a wide array of activities:**
 - **Concessions for swim meets**
 - **Lifeguarding classes**
 - **CPR classes**
 - **Birthday parties**

Spectator Area:

- **Seating for nearly 500 visitors**
- **Two stairwells and one elevator provide access to this area**

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The Community

Surrounding Population (within a five-mile radius):

- **Total Households: 20,477 (Total population: 68,596)**
 - **Increased more than 7% from 2010-14**
- **Median Household Income: \$121,337**

Prince William County Schools:

- **Student population: 87,253**
- **Staff members: 10,713**
- **Total schools: 95**



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Our Programs

PWCS Water Safety School:

- **The goal of the Water Safety School is to provide swim instruction to 2nd grade students in Prince William County**
- **This program is provided *for free* to the schools and students that participate**
- **Students receive six 45-minute lessons at the Aquatics Center in water safety and lifetime fitness topics**
- **Graduates will receive a Certificate of Success and grab bag with some items denoting their completion of the program**

Community Swim Lessons:

- **Provide a robust swim lesson program for the community from parent & child to adult-level classes**

Lap and Open Rec Swim:

- **Offer the community ample operating hours for lap and recreational swimming**
- **15 competitive lanes provide an abundant amount of space for lap swimming; the water slide and play feature in the leisure pool provide families with fun alternatives**

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The Numbers

Annual Attendance:

- **70,000 for year one**

Weekly Projected Attendance (2018-19):

- **USA Swimming teams: 200 swimmers x 6 days = 1,200**
- **High school swim teams (Nov – Feb):**
 - **Practices: 10 teams @ 35 swimmers x 4 days = 1,260**
 - **Meets: 20 meets @ 170 swimmers = 3400**
- **Observers for swim teams: 0.75 per swimmer = 2,160**
- **Coaches: 25 x 5 days = 125**
- **Community swim lessons: 200**
- **Lap/rec swim & other community programs: 200**
- **Staff: 15 x 7 days = 105**

Additional Attendance:

- **Water Safety School @ 18 schools x 5 visits = 7,200**
 - **Teachers and parent volunteers: 10 @ 18 schools x 5 visits = 900**
- **Water Safety School @ 20 schools x 1 visit = 2,400**
 - **Teachers and parent volunteers: 10 @ 20 schools x 1 visit = 200**
- **Lifeguarding classes; birthday parties, other groups**

Future Growth:

- **Lap/rec swim & other community programs: 1,500**
- **Additional swim meets with 500+ athletes & spectators**

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Your Support

Website
Premium placement on PWCSAC homepage
Scoreboard
Ad placement in standard rotation (almost 1,400 impressions/week)
Banner
Placement on pool deck, main hallway, or spectator area (Design must be approved by PWCS)

Choose one of the above:

\$1,000 – 12 months

\$500 – 3 months

All three of the above:

\$2,000 – 12 months

\$1,000 – 3 months

Want to learn more? Contact Allen Dunn:

dunna@pwcs.edu or 571-374-6349

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