



Saving Lives Through Sport

Partnership Opportunities for 2025-2027

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Help Us Recruit 200 New Lifeguards & Add 10,000+ Volunteer Hours by 2027

The Rescue Sport Series is a premier surf and pool lifesaving competition in the Western Cape. It unites volunteer lifeguards, spectators, and communities to grow the sport and strengthen public safety. Your partnership drives impact — and positions your brand in a purpose-led, socially conscious space.



The Rescue Sport Series at a Glance

- **Timeline:** Summer 2025-2026, Winter 2026, Summer 2026-2027
- **Format:** Surf and Pool Lifesaving Competitions
- **Participants:** Over 500 voluntary lifesaving athletes from Junior to Open levels. (Age 14 - 45)
- **Audience:** Families, athletes, volunteers, and community members.
- **Locations:** Iconic Western Cape beaches and pools
- **Goal:** Recruit 200+ lifeguards for Cape Town beaches by 2027.

Our Schedule for The Next 2 Years

Name	Dates	Locations	Competitions Held
Summer Series	Nov 2025 - April 2026	Clifton, Fish Hoek, Milnerton, Strand, Stellenbosch, Belville, University of Western Cape	8 (4 Surf and 4 Pool)
Winter Pool Sprints	June 2026 - Sept 2026	Indoor 25m Pools. TBC	4 Pool Sprints
Winter Surf Shootouts	August 2026 - Oct 2026	Muizenburg, Macassar, Strandfontein, Camps Bay	4 Surf Competitions
Summer Series	Nov 2026 - April 2027	Clifton, Fish Hoek, Milnerton, Strand, Stellenbosch, Belville, University of Western Cape	8 (4 Surf and 4 Pool)

Our Venues | Surf



Clifton 4th Beach



Fish Hoek



Milnerton



Strand



Muizenburg



Macassar



Camps Bay



Llandudno

Our Venues | Pool



Stellenbosch Pool



University of WC



Belville Pool



Sea Point Pavillion



Newlands Pool



Oranjezicht



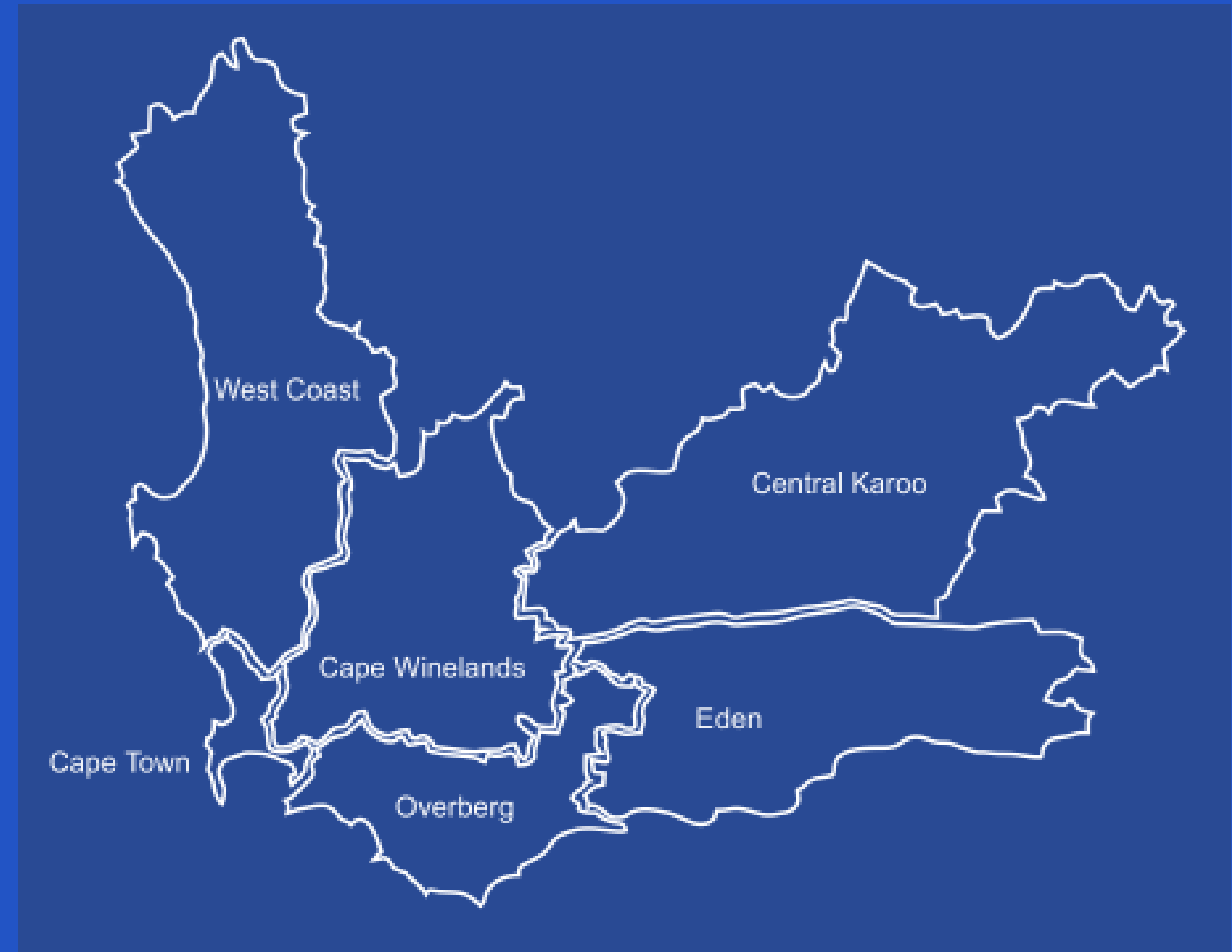
Durbanville



Somerset West

Our Audience | Geographic

While the majority of participants are from the Western Cape, particularly Cape Town, the event attracts competitors, supporters and media followers from across South Africa and other parts of the world like Australia, the UK, Italy and Germany where lifesaving is a popular community service and sport.



Our Audience | Reach



Flagship competitions such as the Rescue Sport Series and interclub championships draw thousands of spectators — from families and beachgoers to dedicated sports fans — creating a vibrant and engaged on-the-ground audience.

Digital Footprint:

Across Youtube, Facebook and Instagram, the Rescue Sport Series has built a rapidly growing online community. Content includes real-time event updates, event race videos, athlete features, and stories of community impact — helping to grow both reach and relevance.

Media Exposure:

In just the first 6 months, we achieved 569,383 media views, driven by local and regional news coverage, event highlights, and strategic digital storytelling. This strong start demonstrates our capacity to deliver wide-reaching visibility for partners and the sport.



Our Audience | Demographics

Ages & Identifiers

- **Juniors (8–18):** Nippers and young lifeguards.
- **Young Adults (18–35):** Athletes and lifeguards.
- **Masters: XXX**
- **Families:** Parents and children.
- **General Public:** Beachgoers and sports fans.

Interests and Values:

- Focused on fitness, outdoor recreation, ocean safety, and community building.
- Shared passion for environmental conservation and sustainability, aligning with lifesaving's core mission.
- Economic: Middle-income families to high-net worth professionals supporting sponsorships.



Creating Shared Value

We're creating a sponsorship platform to unite businesses with the lifesaving community, fostering partnerships that not only grow the sport but also make a tangible impact. By supporting the Rescue Sport Series, sponsors can help:

- **Enhance Event Experiences:** Invest in upgraded equipment, better venues, and engaging activities for participants and spectators.
 - **Expand Media Exposure:** Amplify the sport's reach through professional coverage, storytelling, and social media campaigns.
 - **Increase Prize Pools:** Reward top athletes, motivating performance and boosting competition quality.
 - **Support Lifeguard Development:** Fund initiatives that recruit and train lifeguards, strengthening beach safety.
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Sponsorship Packages



Summer Series/ Winter Series or Both can be determined

Tier	Donation Bracket	Event Branding	On Site Activation	Prize Naming Rights	Prize Pool	Website	Media Branding	Content Creation	Length of Sponsorship
Title Sponsor	600K	x	x	x	x	x	x	x	12 Months
Partner Sponsor	R50- R180K	x	x	x	x	x	x	x	12 Months
Series Supporter	R15K	x	x	N/A	x	x	x	x	6 Months
In-Kind Sponsor	Customised benefits based on contribution	x	x	x	x	x	x	x	x

Rescue Sport Series Sponsorships are built through conversation and customised to align with your brand’s goals and impact priorities.

Our tiered sponsorship structure offers flexibility, allowing businesses of all sizes to contribute meaningfully. From branding opportunities to community engagement, every sponsorship tier ensures value for your business while advancing lifesaving sport and safety.

Together, we can save lives through sport.

We Need to Save More Lives



Your sponsorship helps us grow the reach, impact, and sustainability of lifesaving sport — and, ultimately, build the next generation of volunteer lifeguards. Support is directed into five key areas that drive real-world safety long-term change:

Opportunity & Access

Reducing financial barriers for development athletes and opening doors for those with the potential to become lifeguards.

Media

Amplifying messages of drowning prevention and lifesaving through digital storytelling and public awareness campaigns.

Prize Pool

Recognising and rewarding excellence, especially among youth athletes, to keep them engaged in the sport.

Expansion

Bringing the series to more communities, increasing participation, and strengthening the regional network of lifesaving clubs.

Equipment

Providing safe, high-quality gear for athletes and officials to train and compete effectively.

Align Your Brand with our Purpose



- **Brand Visibility:** Exposure across high-traffic platforms and venues.
- **Social Responsibility:** Align your brand with water safety and community empowerment.
- **Engaged Audience:** Targeted reach to health-conscious, active families.
- **Media Coverage:** Local and national media presence, including social platforms. Align your brand with a purpose-driven story.

Your Brand in the Spotlight

Active Digital Presence

- Depending on your tier, you can look forward to dedicated or tagged posts per sponsor on social media.
- We plan to flood social media lifesaving content - you'll be front and centre in tagged mentions in event updates and recaps.

Event Visibility

Logo on athlete high visibility vests, banners, and event equipment

Press Exposure

Mentions in press releases and local media coverage.



Share in the success of heroes

Rescue Sport Series Annual Awards

The Rescue Sport Series isn't just about competition — it's about recognising the individuals who step up, stand out and promote our movement.

Award Highlights:

- **Top Individual & Club Performers** across multiple disciplines
- **Club Growth Award** recognising clubs who support our goal to recruit and retain lifeguards
- **Best Officials** honouring service, leadership, and volunteer impact
- **Spirit Awards** for those who embody the values of lifesaving sport

These awards celebrate more than results — they honour character, commitment, and the courage to serve.



Highlights from our 24/25 Season Awards



Engage with Our Community



On-site activations

Demo Booths and Brand Activations

Giving Back

Co-host beach clean-ups or workshops

Brand Ambassadors

Engage with an untapped athlete network who can generate impactful spotlights for your brand on social media.

Making a Difference Together

“Every sponsorship supports our mission to train and retain lifeguards, ultimately saving lives on South Africa’s beaches.”





Join Us Today

Be part of the journey to save lives through sport. Let's collaborate to build a safer, stronger community together.

Get in touch and we can discuss package options in greater detail.

Contact Christina Mallion

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#SavingLivesThroughSport