

# A swimming club to be proud of!

Over the past three years the Warriors exec have been steadily re-branding the club, to give us a fresh new look and feel. As part of this our Club Promoter has been busy creating bags, badges, balloons, banners, tracksuits and many more items. However, the hardest part is judging which items will sell and which won't.



SWIM TEAM  
OLD LOGO



NEW LOGO

One previous promotional item that has proved a resounding success has been the wonderful Warriors wrist bands. Available from the swim shop these were created as a bit of fun for the swimmers and sold for £1 each.

The thinking behind this was that parents are often put under pressure from their swimmer for some little reward - so we created the bands. Still on sale in the shop, please look out for them next time you're there.



**WARRIORS. We put the WOW in winning!**  
Only £1 from the swimshop!

## FROM STRENGTH TO STRENGTH

As you know, Warriors continues to go from strength to strength with almost all the Elite Squad gaining National Qualifying Times (NQTs). These times gain them entry to the big national meet at the end of the season, where if you swimmers come first in their race, they become the best in Britain for their age.

At the same time, we are the proud and current holders of 'Warrington Guardian's Club Personality of the Year' title. And let's not forget all the swimmers from level 1 to Elite how are training exceptionally hard and look absolutely great in their kit.



Also looking great are our banners in the sports centres - so what more can we do?

## MAKE SOME NOISE!

Supporting is the next area we're looking at. When swimmers first join Warriors it can be quite difficult when going to external meets as you don't know many parents or where should you sit etc. Over time, this changes with more of the parents and supporters bonding into a group.

So wouldn't it be great if this group were all either wearing the club's supporter T-shirt (see website for details) or carrying BOOM STIX?

BOOM STIX will be on sale at the badge galas and from the swim shop for only £2 a pair. Easy to inflate and deflate using the small straw provided these brilliant and durable BOOM STIX will see you through many galas. And all, as already mentioned, for just £2 a pair - what fantastic value!

So save your voice and get some BOOM STIX - we're sure you and your swimmer will love them. After all, why leave it all up to our swimmers to get us noticed, when we can do our bit and **MAKE SOME NOISE!**



**Look on the website in the competitions section, let's all get one!**

That way, every club we face will know the Warriors have arrived. So make sure you wear your t-shirts with pride, bash your BOOM STIX, sit together in a group and let's show other swimming clubs how the Warriors do it! So when you see the Black Caps, wrist bands, BOOM STIX, supporters T-shirts and other items for sale and you can afford to treat yourself or someone else to them, please do.



Rest assured all these items are there to raise the club profile and although a very small amount of profit is made on every sale this is to compensate for stock not selling. So if anyone out there thinks this is a just money spinning idea to make the club more profit, believe us, it isn't!

All in all, the next time the Club promoter comes up with another crazy idea to sell the Warriors to the rest of the world, be it branded towels, flags or whatever, let's all get behind him and give him the whole club's support!

ONLY  
**£2**  
per pair

**P.S. Did I mention BOOM STIX?**  
Now on sale for only £2 a pair!