RRSA Sponsorship Guide

A tiered partnership system designed to strengthen community safety, expand access to high-quality aquatics education, and celebrate the organizations who make our mission possible.

Overview

The Rescue Ready Safety Association (RRSA) Sponsorship Program is built on a clear, ascending structure. Each tier reflects a yearly donation and unlocks deeper levels of visibility, engagement, and partnership. Every tier retains all benefits from the one below it, ensuring that support is rewarded with meaningful and steadily increasing recognition. Facility Partners stand outside the donation structure, contributing through access rather than financial support, and receive all perks up to the Platinum level.

Bronze Sponsor — $250 Annual Contribution

Bronze Sponsors receive foundational recognition as official supporters of RRSA. Their organization is listed on the RRSA website and included in RRSA's quarterly newsletter. This tier offers a simple, accessible entry point for organizations who want to publicly align themselves with RRSA's mission.

Silver Sponsor — $500 Annual Contribution

Silver Sponsors receive all Bronze benefits, with one key addition: social media recognition. RRSA highlights Silver Sponsors on official platforms throughout the year, expanding their visibility beyond the website and newsletter. Silver marks the beginning of active public promotion within RRSA's communication ecosystem.

Gold Sponsor — $1,000 Annual Contribution

Gold Sponsors receive every benefit of Silver and Bronze, with one major enhancement: the ability to distribute approved promotional items at RRSA courses. This allows Gold Sponsors to place their brand directly into the hands of participants, creating a tangible connection between their organization and the lifesaving education RRSA provides.

Platinum Sponsor — $1,500 Annual Contribution

Platinum Sponsors receive all Gold, Silver, and Bronze benefits, with one additional perk: discounted RRSA courses for their staff. This tier strengthens the relationship between RRSA and the sponsor's internal team, making lifesaving education more accessible to the people who represent their organization.

Diamond Sponsor — $2,500 Annual Contribution

Diamond Sponsors receive every benefit of Platinum, Gold, Silver, and Bronze, with one defining enhancement: up to three free RRSA courses per year for their staff. This perk provides direct, high-impact access to lifesaving education and represents the strongest level of partnership within RRSA's sponsorship structure. Diamond Sponsors are recognized as RRSA's flagship supporters.

Facility Partner — No Annual Contribution

Facility Partners support RRSA by providing their facilities at no cost for RRSA training events. In return, they receive all perks up through the Platinum tier, including website listing, newsletter recognition, social media highlights, promotional item distribution at courses, and discounted RRSA courses for their staff. Facility Partners are acknowledged as essential collaborators who make community-centered training possible.