



PARTNERSHIP OPPORTUNITIES

**EXPANDING ACCESS, SAVING LIVES.
BUILDING FUTURE CHAMPIONS.**

Johnnie Means Aquatics is creating greater access to swimming, water-safety education, competitive opportunities, and youth development for children and families throughout Houston.

Founded on the legacy of Coach Johnnie Means, we believe access to the water should not be determined by a family's circumstances.

Through Learn-to-Swim programming, competitive swimming, community outreach, water-safety education, and career development, JMA is helping young people become safer, stronger and more confident — both in and out of the pool.



OUR MISSION

To provide equitable access to quality swim instruction, water-safety education, and competitive opportunities for youth in underserved communities.



BECOME PART OF THE IMPACT.

Your partnership helps JMA expand access, reduce financial barriers, strengthen community programming, and create opportunities for the next generation.



OUR IMPACT



500+
YOUTH SERVED



3,200+
SWIM LESSONS PROVIDED



850+
YOUTH TRAINED IN
WATER SAFETY



120+
COMPETITIVE
ATHLETES DEVELOPED



25+
COMMUNITY PARTNERS



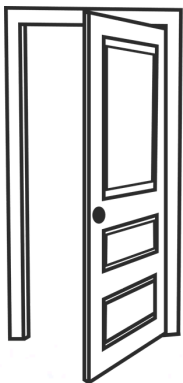
95%
HIGH SCHOOL GRADUATION
RATE AMONG ATHLETES



60+
SCHOLARSHIPS
EARNED

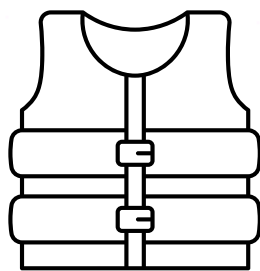


1 MISSION
EMPOWERING YOUTH,
TRANSFORMING LIVES.



ACCESS

We remove barriers and open doors to swimming for every child, in every community.



WATER SAFETY

We teach lifesaving skills and build confidence in and around the water—because safety saves lives.



OPPORTUNITY

We inspire potential, develop character, and create pathways to brighter futures—both in and out of the pool.

JOIN US IN MAKING WAVES - GET INVOLVED TODAY



PARTNER WITH **JOHNNIE MEANS** AQUATICS

EXPANDING ACCESS, SAVING LIVES.
BUILDING FUTURE CHAMPIONS.



COMMUNITY SUPPORTER

\$1,000
ANNUALLY

An accessible way for local businesses, families, and community organizations to support JMA's mission and be recognized for helping expand access to swimming and water-safety education.

ACTIVATIONS INCLUDE:

- Logo on JMA website and digital channels
- 1 social-media sponsor thank-you annually
- Logo displayed at one applicable JMA community event
- Inclusion in annual sponsor appreciation campaign



COMMUNITY PARTNER

\$2,500
ANNUALLY

For local businesses looking to support youth and families while establishing a meaningful connection to the Houston community.

ACTIVATIONS INCLUDE:

- Logo on JMA website and digital channels
- Recognition in email newsletters and social media
- Quarterly recognition
- Logo displayed at JMA events
- Opportunity to provide promotional items or discounts to JMA families
- Acknowledgment in our annual report



CHAMPION PARTNER

\$5,000
ANNUALLY

For businesses ready to deepen their impact and align with youth development, water safety, and academic excellence.

ACTIVATIONS INCLUDE:

- All benefits of Community Partner
- Featured logo placement on website and event signage
- Social media spotlight (2 features/year)
- Opportunity to host a swim clinic or community activation
- Recognition in press releases and media mentions
- Invitation to exclusive JMA events and appreciation reception



VISIONARY PARTNER

\$10,000+
ANNUALLY

For forward-thinking partners who want to make a transformational investment in youth and shape the future of aquatics in Houston.

ACTIVATIONS INCLUDE:

- All benefits of Champion Partner
- Presenting sponsor recognition at select JMA events
- Logo on team apparel, banners, and marketing materials
- Executive visibility in JMA communications and donor features
- Custom partnership activation opportunities
- Impact updates and reporting on your investment
- Custom package built for your business

**TOGETHER, WE CAN BUILD SAFER COMMUNITIES,
STRONGER YOUTH, AND A LEGACY THAT MAKES WAVES.**