

2027 Corporate
Partnership Proposal

WATERLINE™
SUPPORTING THOSE WHO SERVE.

Where Recovery Meets Resilience

Prepared for

Corporate partners

Website
waterlineproject.org

Movement, well-being, and connection

For a veteran living with physical discomfort, stress, or isolation, a consistent place to move and connect can matter. Waterline brings guided aquatic sessions, check-ins, and a structured 12-week routine together to support that next step.

Physical health. Swimming trials in people with osteoarthritis and fibromyalgia have found reduced pain and improved function. Aquatic exercise offers a research-supported, non-drug approach to managing some chronic pain conditions. Waterline is designed to help participants build a routine they can keep returning to.

Mental well-being. Physical activity can improve sleep and reduce feelings of anxiety; swimming can improve mood. Waterline offers a structured setting to be active, work toward personal goals, and receive encouragement.

Connection. Shared sessions create opportunities to meet other veterans and build relationships. Supporting those opportunities helps make regular connection part of the program.

For less than $4 a day per veteran, help support stronger bodies, mental well-being, and connection.



Our 2027 reach and investment

Five locations. An estimated 200 to 250 unique veterans annually, with a full year of operation. Repeat enrollments are counted separately.

Our $325,000 annual budget supports five locations and 200 to 250 unique veterans. At 250 veterans, total costs average $1,300 annually, or $3.56 per calendar day.

One location: $65,000 annually, including $59,000 for operations and $6,000 reserve. Total costs average $1,300 per veteran at 50 unique veterans, or $1,625 at 40.

The daily equivalent spreads the annual budget across 365 days; it does not mean daily sessions. These averages include leadership and support, not just pool time. Repeat enrollments are counted separately from unique veterans. Reserve may remain unspent.

Become a Presenting Partner with a $100,000 annual commitment, support one location and shared operations with $70,000, or strengthen the network as a $25,000 Program Partner. Each level supports the same five-location campaign.





Choose your corporate partnership

Annual 2027 commitments supporting one shared campaign.

Presenting Partner | $100,000 annually
Lead the five-location campaign with prominent recognition across Waterline's campaign website and available materials. Includes four planned press releases tied to the partnership launch, location or program milestones, and annual results; four dedicated social posts; quarterly impact updates; an annual leadership briefing; and an annual impact and recognition delivery report.

Location Partner | $70,000 annually
Support one location's delivery and shared operations, with a target of 40 to 50 unique veterans, plus wider network needs. Includes location-associated website and available material recognition; two planned press releases; two dedicated social posts; quarterly location updates; an annual impact and recognition summary; and a coordinated employee volunteer opportunity.

Program Partner | $25,000 annually
Support staffing, outreach, materials, and essential support across the network. Includes website logo recognition and available campaign material placement; one planned press release; one dedicated social acknowledgment; twice-yearly updates; an annual impact and recognition summary; and access to coordinated volunteer opportunities.

Recognition and delivery terms are detailed on the final page.

2027 budget and funding

Budget component	Annual total	Per veteran at 250
Local program staff	$120,000	$480
Local outreach and materials	$15,000	$60
Executive salary	$100,000	$400
Executive benefits and payroll	$25,000	$100
Shared organizational support	$35,000	$140
Contingency and reserve	$30,000	$120
Total annual budget	**$325,000**	**$1,300**
Remaining fundraising goal	**$325,000**	**$1,300**

Planning assumptions: Local staffing is 20 hours monthly per location at a fully loaded $100/hour. Benefits and shared support remain provisional. Final commitments use the approved budget and launch schedule.

Research: Swimming and osteoarthritis trial; Swimming and fibromyalgia trial; CDC Swimming and Your Health; CDC Physical Activity Benefits. These describe general benefits, not measured Waterline outcomes. Waterline complements appropriate clinical care. The daily figure is an annual budget equivalent, not daily service.

Stand with Waterline

Receive public thanks at Waterline-hosted campaign events and, where relevant and permitted, during Waterline television, radio, podcast, and other media appearances. Includes an approved content kit for your channels and one coordinated employee engagement activity, such as a volunteer day or program briefing.

Press and event terms. Releases may recognize multiple sponsors. Waterline will publish releases on its channels and send them to relevant media; paid distribution is separately agreed. Timing depends on substantive news. Third-party coverage, broadcast mentions, audience size, and airtime are not guaranteed. Booth space and VIP access depend on events and availability. Facility signage requires permission. Presenting recognition is not category exclusivity unless agreed.

Next step: Confirm your level, payment schedule, location association where applicable, and recognition plan through a written partnership agreement. Contact Waterline through waterlineproject.org.

Start the conversation

Waterline contact

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