



'media'



'fun'



'community'

Sponsorship opportunities

SLSC UK Cold Water Swimming Championships
Tooting Bec Lido, London **30 January 2027**

'competition'



'eccentric' **FREEZE THE DAY**

The event

The SLSC UK Cold Water Swimming Championships are a unique swimming event providing competition, cold, fun and bravery in an iconic setting.



The Championships were first held at Tooting Bec Lido in 2006 and are usually held every two years.

Around **810 swimmers** from all over the world take part in over **115 races** in water that is anything from 0°C to 6°C...wearing nothing but their swimming costumes, goggles and a hat.

The event is handled by hundreds of volunteers from the South London Swimming Club (SLSC) and members of the wider Lido community.



Elaborate headwear is encouraged, and prizes given for the best hat creations.



A bit of history

The SLSC UK Cold Water Swimming Championships

Inspired by Ice Swimming Championships in Finland, the SLSC brought the idea of competing in ice-cold water to London in January 2006. The event has grown each year and the SLSC has seen its membership rise from 600 to over 3,000 since the first championships.

The event is now a favourite among open water swimmers all over the world with swimmers crossing the globe to participate.



The South London Swimming Club

The South London Swimming Club was established by a group of enthusiastic swimmers in 1906.

The Club holds weekly races throughout the year, and many members swim every day, come sun, rain or snow.

Tooting Bec Lido, London

Tooting Bec Lido is the largest open air, fresh water pool in the UK. Filled with a million gallons of water, it is one of the few unheated lidos that stay open 365 days of the year. Built in 1906 it is an iconic landmark regularly used as a location in films and TV programmes.



"The focus is always on being inclusive and encouraging swimmers of all ages and abilities"



Sponsorship opportunities

An enthusiastic audience for your brand

Sponsorship of the SLSC UK Cold Water Swimming Championships 2027 will raise your profile among a large, global community of committed, enthusiastic individuals who are passionate about swimming, fitness and the outdoors.



In 2025, there were **810 competitors** and over **100 dippers** for Crisis from **15 countries** supported by over **1,000 spectators**. The website attracted **210,000** page views from **48,800** unique users from **121 countries**.

There was substantial media coverage in the national press and on social media.

Since the last championships in 2025 cold water swimming has exploded in popularity and we anticipate that the 2027 CWSC will be bigger than ever.



Sponsorship

We can tailor sponsorship to suit any of your brand drivers.

The 2027 CWSC will have an even greater focus on sustainability meaning each and every branded item will be used and reused for years (we frequently see decade old swim caps making appearances at the Lido!)

Previous sponsors have:

- branded swim bags for every competitor
- co-branded swim caps – this year's caps are going to have the least air miles ever.
- sponsored the famous hat race prize (this attracts a huge interest from the press)
- sponsored our hot tubs and saunas.

In addition, all levels of sponsorship benefit from:

- on the day announcements to our social followers and from our MC at the event
- links on the championship website
- branding on site during the event
- the opportunity to give your products as prizes for the grand raffle and best hat competition – promoted via newsletter to our database of 11,000 people
- a stall in the marquee to promote and sell your brand/products.

Media coverage

Since they started in 2006, the championships have been enormously successful in generating press, radio, web and TV coverage on a local, national and international level. The CWSC 2025 was featured live on BBC, ITV and other TV networks. The SLSC provided live social updates and films throughout the day.

This year we have a dedicated press team to boost our coverage even further.

See the Championships in action at:

www.slsc.org.uk/videos

www.theguardian.com

www.metro.co.uk

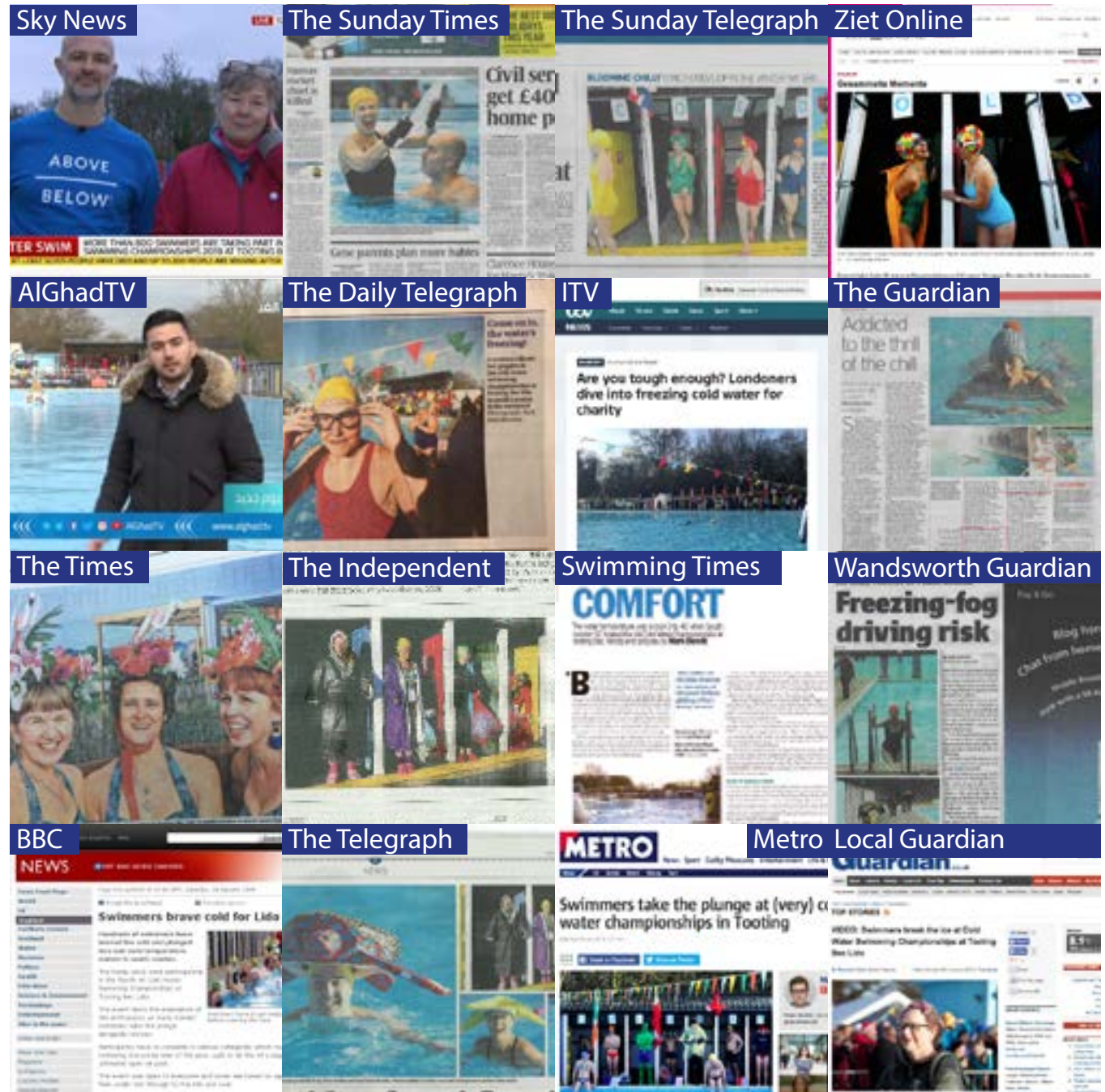
www.yourlocalguardian.co.uk

www.youtube.com/outdoornationuk

[BBC's Mike Bushell feels the freeze](#)

[No known health benefits](#)

by First Image Films



Competitors



Contacts



www.slsc.org.uk

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Press enquiries: Bronwen and Cat on press@slsc.org.uk

Sponsor/exhibitor enquiries: Bronwen and Lizzie on swim@slsc.org.uk

Logistics enquiries: Maria and Vicki coldswim@slsc.org.uk

The Championships are run entirely by volunteers from the South London Swimming Club so bear with us if we take a day or two to get back to you.

SLSC UK Cold Water Swimming Championships
Tooting Bec Lido, London SW16 1RU 30 January 2027



Supporting



Together
we will end
homelessness

Crisis, the national charity for single homeless people, dedicated to ending homelessness, will be our charity partner.