




PROFESSIONAL SWIMMERS ASSOCIATION


PRO SWIM TOUR

2018, 2019, 2020 & 2021



FOUNDATION & MISSION

- THE PROFESSIONAL SWIMMERS ASSOCIATION, PSA, WILL ALLOW ELITE PROFESSIONAL ATHLETES IN THE SPORT OF SWIMMING TO COMMERCIAL GROW THE SPORT AND EXPAND EVENTS CALENDAR, THUS SOME CONTROL OVER THEIR OWN DESTINY, WHICH DOES NOT EXIST TODAY
- THE GOAL OF THE PSA IS **"ATHLETE OWNERSHIP"** IS THE CREATION OF AN ASSOCIATION THAT HAS THE ABILITY TO SUPPORT, CONTRIBUTE / CONTROL OF THEIR OWN DESTINY. THE PGA / LPGA IN GOLF AND THE ATP / WTA IN TENNIS ARE EXACT PARALLELS AND OFFER COMPELLING EVIDENCE THAT THE CONCEPT IS PROVEN AND CAN WORK IN THE SPORT OF ELITE PROFESSIONAL SWIMMING.



THE MODEL

- THE PGA / LPGA IN GOLF AND THE ATP / WTA IN TENNIS ARE EXACT PARALLELS TO THE PSA PRO SWIM TOUR AND OFFER COMPELLING EVIDENCE THAT THE CONCEPT IS PROVEN AND CAN WORK IN THE SPORT OF ELITE PROFESSIONAL SWIMMING.
- IN GOLF, THE MAJOR EVENTS OF THE YEAR, EVERY YEAR, ARE THE PGA & LPGA MAJORS. (MASTERS, BRITISH OPEN, ETC.)
- IN TENNIS, THE ATP & WTA GRAND SLAM & OPEN EVENTS ARE THE PRIMARY BENCHMARKS OF THE TENNIS PROFESSIONAL'S CAREER
- THE PSA WILL LAUNCH THREE GLOBAL RACE FOOTPRINTS IN 2018, 2019 & 2021 AND A TRANS GLOBAL GRAND SLAM IN 2021.



NOT YOUR DADDY'S SWIM TOUR

- THE PAS OFFERS THIS HUGELY BENEFICIAL AND COMMERCIALY REWARDING BENEFIT TO THE ELITE PROFESSIONAL SWIMMER.
- IN FACT, THE OPPOSITE IS TRUE WITH EXISTING "GOVERNING" BODIES, NATIONAL FEDERATIONS, THE IOC AND FINA.
 - THE IMPLIED "OWNERSHIP AND PARTICIPATION RIGHTS" OF ATHLETES BY THESE ORGANIZATIONS TRULY LIMITS AND CURTAILS PARTICIPATION CHOICES OF THE PROFESSIONAL SWIMMING ATHLETES TO PROSPER, WHILE ADMINISTRATORS AND FEDERATIONS ARE HIGHLY COMPENSATED.
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A TRUE GLOBAL PROPERTY DELIVERING THE GOODS

- THE PSA WILL DELIVER A TRULY GLOBAL PROPERTY
- DELIVER HIGHLY ENTERTAINING EVENTS IN GRAND & EXOTIC DESTINATIONS
- BRINGING THE WORLD'S BEST ATHLETES TOGETHER IN THE MOST UNIQUE & COMPETITIVE CONDITIONS.
- RICHEST PRIZE PURSE IN HISTORY OF SPORT
- BEST PRODUCTION; BLAZING COMPETITION, BACK STORIES, ATHLETE PROFILES AND DESTINATION FEATURES
- MASSIVE REACH ACROSS GLOBAL DISTRIBUTION
- MASSIVE SOCIAL MEDIA & DIGITAL ENGAGEMENTS VIA ATHLETE & SPORT FOLLOWERS, 100 M +
- EACH RACE SEASON WILL CONSIST OF FIVE EVENT TOUR STOPS. PLANNED WITH PHASED REGIONALLY FEATURED LAUNCHES AROUND THE GLOBE
 - WILL INSURE THAT TOP PROFESSIONALS AND THE REGION'S BEST ATHLETES COMPETE.



THE PRO SWIM TOUR ICONIC DESTINATIONS 2018 & 2019

- **2018 – "RIM OF FIRE TOUR"**
 - SINGAPORE
 - PERTH
 - PHUKET
 - HAWAII OR JAPAN
 - SAN DIEGO
- **2019 – "THE AMERICAS TOUR"**
 - NORTH, SOUTH, CENTRAL AMERICA



THE PRO SWIM TOUR ICONIC DESTINATIONS 2020 & 2021

- **2020 "EUROPE TOUR"**
 - ENGLAND
 - GERMANY
 - MONACO
 - CROATIA
 - ITALY
- **2021 "GLOBAL GRAND SLAM TOUR"** - FIVE TOUR STOPS SELECTED BY FANS AND SWIMMERS
 - ASIA / PAC
 - EUROPE
 - NORTH AMERICA
 - SOUTH AMERICA
 - MIDDLE EAST



BE A PART OF SOMETHING GREAT!