



SPEED LEAGUE SWIMMING — OFFICIAL PRESS KIT

1. League Overview

Speed League Swimming is a new, arena-based professional racing league built around a modular, clear-walled 25m pool engineered for atmosphere, broadcast, and elite head-to-head matchups.

The league's signature format features **three racers per event**—Champion (Gold Lane), Challenger (Silver Lane), and Underdog (Bronze Lane)—delivering 16–20 explosive races per event night.

The mission is simple:

Make elite swimming cinematic, high-energy, and unforgettable.

2. The Trident's Tank (Arena Pool System)

At the center of Speed League is **The Trident's Tank**:

- **25m × 12.5m × 2m deep**
- **Clear acrylic walls** for full-arena broadcast visibility
- **Modular and transportable** to any arena or venue
- **Stage-integrated walkouts** designed for athlete presentation
- **Three-lane championship layout** (Gold, Silver, Bronze)
- **Engineered for show production:** LED integration, pyro allowances, cinematic lighting, and camera tracks

The Trident's Tank is designed as a **tour-ready centerpiece**, enabling Speed League to perform in arenas worldwide without permanent installation.

3. Competition Format

A Speed League race card includes:

- **16–20 high-intensity races**
- **Three athletes per race** (no heats, no semifinals—**finals only**)
- **The Trident Ranking System:**
 - Champion = Gold Lane
 - Challenger = Silver
 - Underdog = Bronze

Events are selected for **maximum hype and storyline value**, not traditional meet structure. Every matchup is a main event.

4. Broadcast & Presentation Identity

Speed League Swimming is engineered from day one as a **broadcast spectacle**, not a traditional swim meet.

Key features:

- **Raised clear pool** for dynamic angles and underwater cinematography
- **Arena show integration:** live lighting, pyro, and floor LEDs
- **Cinematic walkouts** from a connected athlete stage
- **Two iconic “lifeguard-presenters”** replacing ring girls
- **Interview stage** for post-race commentary and athlete storytelling
- **Tight event pacing**—no downtime, no dead air

The product is designed for **television, streaming, and social clips**, with every race built for sharable moments.

5. Brand Identity

Parent Company: Speed League Sports (SLS) LLC

League: Speed League Swimming (also stylized as Speed League H2O)

Visual pillars:

- The **Trident**, representing hierarchy, challenge, and championship defense
- Gold / Silver / Bronze lane themes
- Clear-walled architecture and arena lighting
- Clean, modern presentation aesthetic

The brand is built to align with global sports entertainment properties—UFC, F1, TGL—not traditional swim organizations.

6. Modular Event Model

Speed League is built to scale quickly and efficiently:

- **One modular pool system**
- **Arena partnerships** (no permanent facility needed)
- **Rapid build/strike times**
- **Tour-ready logistics** modeled after major concert productions

This allows Speed League to operate flexibly: pilot events, PPVs, special events, and multi-city tours.

7. League Vision

Speed League is creating a **new category of swimming**—one that blends elite athleticism with entertainment, narrative, and a broadcast-first environment.

The long-term vision includes:

- Athlete-driven storylines
- Global events
- Franchised team relays
- Youth development and scholarship pipelines
- Betting and fantasy integrations
- Major broadcast partnerships

Speed League intends to redefine swimming as a commercial, star-driven, spectator sport.

8. Media Assets Available

Upon request or via the Downloads page:

- Presentations & Dossiers
 - **Competition Dossier**
 - **Technical Pool Dossier**
 - **Entertainment & Presentation Dossier**
 - **Financials Dossier**
- High-resolution renders
- Logo + brand packs
- Event concept imagery
- Hero shots of The Trident's Tank

All assets are cleared for editorial use.

9. Contact

For media, partnerships, or official inquiries:

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Serious inquiries only.