



Cheer Alliance Sponsorship

Thank you for your interest in sponsoring Cheer Alliance through the Cheer Alliance Parent Association. Your contribution is extremely beneficial to the entire Cheer Alliance program. Through your contribution, our cheerleaders can attain goals that were only a dream a few short years ago. Your charitable dollars can assist our athletes through training, equipment needs, specialty programs, camps, and traveling to national competitions where they can remain competitive against the “best of the best”.

What is Cheer Alliance? This competitive cheerleading program was originally started in 2002 by parents who wanted a quality, family values program in the Tri-Cities area. Our athletes range from ages 3 to 18. Like any new program, Cheer Alliance started small and has grown annually to now serve athletes from a multi-county area. Our program has grown dramatically! With this growth comes the need for us to offer new and better options for our team’s on an ongoing basis. Each year our teams compete, they become stronger, better, more competitive and able to fulfill the dreams of the athletes who train here. Cheer Alliance teams have attended out-of-state competitions and have won national titles in competitive cheerleading. Our cheerleaders know that their potential is matched by their desire to become the best that they can be; giving 100% of themselves each time.

What is the Cheer Alliance Parent Association? The Cheer Alliance Parent Association (CAPA) is made up of each parent or guardian of an athlete enrolled at Cheer Alliance. Through voluntary efforts, the CAPA strives to provide assistance to all athletes within the program. They are lead by an elected voluntary board of officers. In 2006 the CAPA applied for and was approved for a not-for-profit status. This 501c3 status allows your charitable dollars to be donated to the CAPA for the good of the organization. Past donations have been used for equipment, camps, and travel. Your donation is also considered tax deductible. The CAPA is happy to provide you with all necessary receipts in regards to your donation.



Levels of Sponsorship

Cheer Alliance Parent Association offer's four levels of sponsorship for your business:

Official Cheer Alliance Sponsorship - \$1000 or more

For your donation of \$1000 or more, you will be identified as the official business of choice for Cheer Alliance families. When families patronize your business to purchase your product, 10% of the sale (not to exceed \$2000.00) will be given back to the Cheer Alliance Parent Association to use to help offset team costs. Your business will also be featured on the sponsorship page of the Cheer Alliance website with a link to your website. We will also share your business information on our Social Media sites. Your contribution is tax deductible.

Platinum Sponsorship- \$500 or more

For your donation of \$500 or more, CAPA will have your company name displayed on our corporate sponsor plaque. Your business will also be featured on the sponsorship page of the Cheer Alliance website with a link to your website. Your contribution is tax deductible.

Gold Sponsorship- \$250

For your donation of \$250, the CAPA will have your company name displayed on our corporate sponsor plaque. It will be displayed in the gym for one year. Your business will also be featured on the sponsorship page of the Cheer Alliance website with a link to your website. Your contribution is tax deductible.

Silver Sponsorship- \$100

For your donation of \$100, your business will be featured on the sponsorship page of the Cheer Alliance website. Your contribution is tax deductible.



APPLICATION FOR SPONSORSHIP

Please provide us with the information below to secure your sponsorship:

Name of Business: _____

Business Contact: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____

Email Address: _____ @ _____

Website Address: _____

Description of Business: _____

Level of Sponsorship desired:

Official _____ Platinum _____ Gold _____ Silver _____

Please attach your business logo and check made payable to CAPA.

Remember that your donation is a tax-deductible contribution. A receipt will be sent to the above listed contact for tax purposes. *Thank You* for your contribution.



Dear Potential Sponsor:

I wanted to take this opportunity to personally thank you for your consideration to become a sponsor for Cheer Alliance through the Cheer Alliance Parent Association for the 2014-2015 seasons.

Our goal at Cheer Alliance is to make the sport of competitive cheerleading a positive, rewarding, and affordable experience for all of our young athletes.

CAPA is a not for profit, 501c3 organization. Your contribution is a tax-deductible donation to our organization. Upon receipt of your sponsorship you will receive a receipt in the form of a letter of thanks from our organization. This letter will serve as proof of your donation. In addition, you can expect that your business will be promoted within our organization, serving over 125 families in the Tri City area and beyond.

Again, a heartfelt thank you for your time and consideration of this donation to our athletes, your gift is very much appreciated both financially and respectfully. Please contact me if you should have any further questions.

Sincerely,

Jennifer Steen
President,
Cheer Alliance Parent Association, NFP
731 N. 17th St. Unit # 7, 8, & 9
St. Charles, IL 60174