

**Dear Business Owner,**

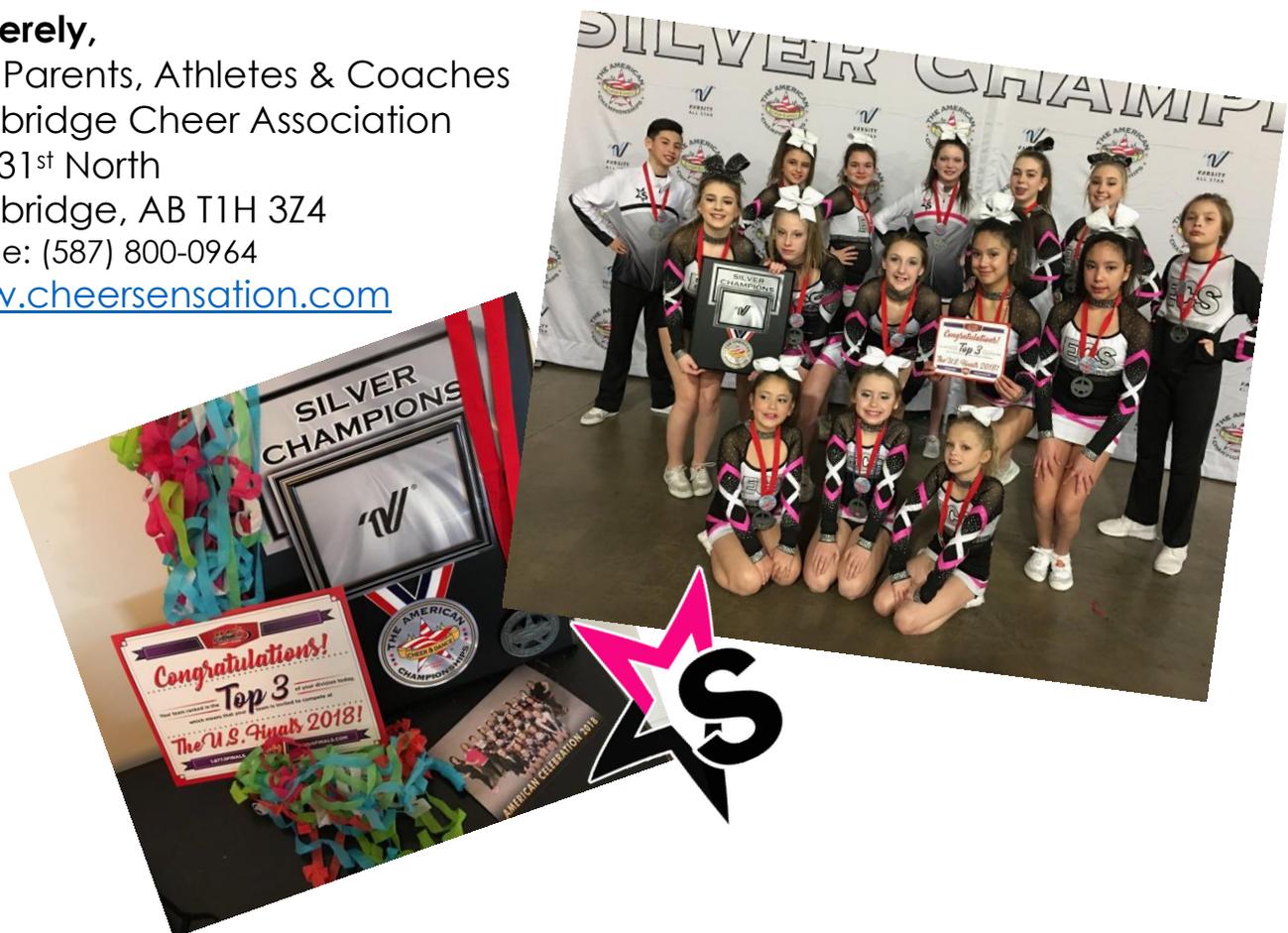
Our Junior Level 2 team recently competed in Salt Lake City on March 23rd and 24th and were awarded a **bid to the U.S. Finals in Las Vegas** May 12th and 13th. Our gym, Extreme Cheer Sensation is currently in its 7th year and was the first All Star Cheerleading Club in Lethbridge, Alberta. This is the very first time that a Lethbridge team has been awarded a bid of any kind and we are very proud and excited!

Cheerleading is growing in popularity quickly in Canada and Alberta, however the levels of competitions are not even close to the size and quality as in the United States. There are currently no finals or championships available for us to attend in Canada. This means, if we want our athletes to have the opportunity to make it to these prestigious competitions, we have significant travel expenses before we even win. This makes the sport extremely expensive for our athletes and parents.

Our athletes would love to attend the U.S. Finals and represent Lethbridge, Alberta, however we need to raise funds for flights and hotels. Any support that you could offer would be very much appreciated. We have 3 levels of corporate sponsors available for you to choose from.

**Sincerely,**

ECS Parents, Athletes & Coaches  
Lethbridge Cheer Association  
227 31<sup>st</sup> North  
Lethbridge, AB T1H 3Z4  
Phone: (587) 800-0964  
[www.cheersensation.com](http://www.cheersensation.com)



# "The Road to US FINALS 2018" May 12-13, 2018

## Las Vegas

**T-shirts** will be sold in our pro-shop, worn at the Vegas competition and given away at our 2018 summer camps.

We will also post the shirt for sale on all our social media platforms & our website.

### PLATINUM Sponsors - \$2500

**Business logo** on our team shirt.

**Logo** on special banner to be hung in our gym.

**Logo** & write up in the ECS newsletter telling families about their products and services and why we should support YOU as you support US! Newsletter will go out to 216 of local families in our gym. This will include 12 issues of our Newsletter.

**Logo** and prominent feature with a short write up about your amazing company in our "The Road to US FINALS video" featured to 9,719 amount of followers on our FB, Instagram, and YouTube pages. Video will be shared on Facebook by the ECS friends and family

**Logo** and prominent feature with a short write up about your amazing company on our website. Including links to your website.

### GOLD Sponsors - \$1000

**Business name** on our team shirt

**Business name** on special banner to be hung in gym.

**Business name** & write up in the ECS newsletter telling families about their products and services and why we should support YOU as you support US! Newsletter will go out to 216 of local families in ECS. This will include 12 issues of our Newsletter.

**Business name** and feature with a short write up about your amazing company in our "The Road to US FINALS video" featured to 9,719 amount of followers on our FB, Instagram, and YouTube pages. Video will be shared on Facebook by the ECS friends and family

**Business name** and prominent feature with a short write up about your amazing company on our website. Including links to your website.

### SILVER Sponsors - \$500

**Business name** on our team shirt.

**Business name** on special banner to be hung in gym.

**Business name** in ECS newsletter with a link to your website! Newsletter will go out to 216 of local families in ECS. *This will include 6 issues of our Newsletter.*

**Business name** in our "The Road to US FINALS video" featured to 9,719 amount of followers on our FB, Instagram, and YouTube pages. Video will be shared on Facebook by the ECS friends and family

### BRONZE Sponsors - \$250

**Business name** on our team T-shirt.

**Business name** on special banner to be hung in our gym.

**Business name** mentioned in our ECS newsletter that goes to 216 of local families in ECS. *This will include 6 issues of our Newsletter.*



Lethbridge Cheer Association Needs \$5,000 for hotel, \$17,000 for flights, and \$2000 for competition fees and \$1,000 for coach/gym expenses. (Approximate expenses) All businesses will receive a sponsorship receipt for write off purposes.

**GOAL - \$25,000**

**Commitment deadline is April 13th, 2018. Application can be found online!**

<https://www.cheersensation.com/sponsor-application.html>

Lethbridge Cheer Association (Non-profit)

Proud Home of the Cheer Sensation All-Stars!