



# Sponsorship Program

ATX Cheer is Austin's newest All-Star cheerleading program located in North East Austin. We are striving to become one of the top training facilities in the area, and are well on our way! Our athletes range in age from 3 to 18 years of age and each spends numerous hours each week training to get to and stay at the top of their sport. These athletes condition their bodies and minds as well as learn how to function in a team environment utilizing positive sportsmanship and discipline.

ATX All-Star teams begin training in June and their competition season runs from December through May. Our teams compete in all of the top national competitions in multiple Texas cities, as well as one out of state competition in Georgia.

The cost of competitive cheerleading is expensive. Our families will spend about \$5,500 for each child that competes with ATX Cheer. This money pays for training, competition fees, uniforms, practice wear, travel, lodging, etc. While our sport is expensive, how can you place a price on something that keeps our young people working hard, focusing on positive goals, learning positive life lessons and at the same time keeps them off the couch and goal oriented?

Please consider sponsoring one of our cheerleaders. We have two different levels of sponsorship as defined below. Though we realize you cannot write this money off as a donation, you can certainly write it off as an advertising expense. Thank you in advance for considering a sponsorship of one of our athletes.

Sincerely,  
Lauren Mayer  
Programs Director



**Purple Sponsor**  
**\$50 - \$500**

## Purple Sponsors:

Individual or Company will be listed in the sponsor section of our website.



**Black Sponsor**  
**\$500+**

## Black Sponsors:

Individual or Company will be listed in the sponsors section of our website with a clickable website link, as well as, their own advertisement inside our facility.



# Sponsorship Program

Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Sponsor Phone: \_\_\_\_\_

Sponsor Email: \_\_\_\_\_

Sponsorship Amount: \_\_\_\_\_

Cheerleader Name: \_\_\_\_\_

Please fill out this form and make checks payable to ATX Cheer. Then give the completed form and check to the athlete/family you are sponsoring to be returned to the ATX Cheer front office.

If you are a black level sponsor, please email your logo in JGP format and/or a single page advertisement in PDF format with a short description of your company to [lauren@atxcheer.com](mailto:lauren@atxcheer.com). Thank you!