



Turn  UP the
HEAT
2016 TOUR 2017

CORPORATE SPONSORSHIP AND PARTNERSHIP BROCHURE

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3 Introducing Crimson Heat All Stars...

Crimson Heat All Stars, Inc. is a faith-based, nonprofit organization established to *provide wholesome fun and character building experiences for young people* in the Washington Metropolitan Area. Our goals are to promote physical fitness, social development, self-discipline, leadership and academic excellence through the provision of competitive athletic experiences.

4 It Takes a Village.

Our *staff is committed to developing strong leaders* today so they are equipped to lead tomorrow. Our team is lead by individuals who understand that their duties and dedication to children extends well beyond scheduled practice times and competitions and our staff members are chosen specifically because of the dedication and commitment they set forth towards the children and families we serve.

6 Our Clients Point of View.

Our parents (our clients) are our greatest fans and our most precious resource. They embrace our mission and they are the living examples of the impact we make when we partner. They love to share their stories of why they chose Crimson Heat as their home and why *they can't imagine training with anyone else*.

7 The Turn Up the Heat Tour!

The cost to train, travel and compete; as well as the uniforms and practice clothes that each cheerleader uses is satisfied through tuition payments submitted by the parents and collective fundraising opportunities offered by the organization. These *fees typically range from \$3500 - \$5000 per athlete* dependent upon the location of the selected competitive events. Our families commit a significant part of their household budget for this endeavor but many are still in need of assistance.

8 Tour with Us.

We are reaching out the community and local businesses for support of our goal to provide this rewarding opportunity to youth in the Washington Metropolitan Area. We truly believe this experience will be instrumental in their growth and development and will provide them with lifelong skills and relationships that will fuel their future success. *Your contribution will be greatly appreciated and is tax-deductible.*



Introducing Crimson Heat All Stars...

Crimson Heat All Stars, Inc. was established in the Spring of 2001 with the goal of providing wholesome fun and character-building experiences for children in the Washington Metropolitan Area.

Since the inaugural season, Crimson Heat has been the training home to over 2500 athletes from over 100 public and private schools across the area. Crimson Heat has won over 1500 local, state and national championship titles and has attended the USASF Cheerleading Worlds five times on a full paid bid. In 2012, Crimson Heat was ranked 9th in the world in the Small Senior Level 5 Division.

In 2016, the program was successful in winning our first SUMMIT Title in the Open Dance Division. In addition, six of our teams won 1st Place at the U.S. Finals Championship; and four of those teams went on to become the overall winners, making them the highest ranking team in their respective divisions nationwide. With so many great things accomplished, Crimson Heat is recognized as one of the most successful all star programs in the country.



Crimson Heat All Stars
Sponsorship & Partnership Packet



It Takes a Village

Veronica W. Burton, Founder and Executive Director



Coach Veronica Burton has over 25 years of cheerleading, dance and gymnastics experience. Her coaching experience includes serving as Head Coach for the Our Lady of Perpetual Help Catholic School in Washington, DC; Bishop McNamara High School in Forestville, MD; Maryland Cheer Magic All Stars in Largo, MD; and Crimson Heat All Stars in Forestville, MD. She has coached teams to over 1500 Local, Regional and National Championship Titles.

Veronica is USASF Levels 1-5 Certified in Stunts, Basket Tosses and Gymnastics and she is First Aid and CPR Certified. Her coaching philosophy is “every child is a star; each of them has something unique and special to add to your program – with the right amount of love, support and guidance, each of them will shine”.

She was awarded the 2016 IEP Award for Integrity, Enthusiasm and Passion, the 2011 Jamfest Coach of the Year Award, 2010 and 2007 Maryland Top Coach Award, she was a National Coach of the Year Finalist and she was a Community Service Honoree for the Grant My Wish Foundation. Veronica also works as a Senior Managing Consultant for IBM.

Michele Houston – Assistant Director



Coach Houston has over 26 years of cheerleading and dance coaching experience. She has coached the Bunker Hill Elementary School in Washington, DC for the last 21 years. She has 9 DCIAA Elementary Championships and the last 8 are consecutive! She also has 13 Region C Championships. Coach Houston has been a coach for Crimson Heat All Stars for the last 16 years.

She is the Assistant Director of the Program. She currently coaches the our Nationally ranked – Crimson Heat Sparks and Crimson Heat Smoke. She is USASF Levels 1-4 Certified in Stunts and Basket Tosses, she is DCIAA Certified and she is First Aid and CPR Certified. Her coaching philosophy is “all children can learn and be successful in all endeavors!” Coach Houston is a Pre-school teacher for D.C. Public Schools.

Monique Smith – Chief Financial Officer



Coach Monique has over 16 years of cheerleading and gymnastics experience. She has served on the Crimson Heat staff for the last 16 years. She was also a member of the University of Maryland Gymnastics Troop - Gymkana. Monique is USASF Levels 1-5 Certified in Stunts and Basket Tosses, she is also USASF Levels 1-4 Certified in Gymnastics.

Her coaching philosophy is "Teamwork is essential to a successful outcome - it's amazing what can be accomplished when team efforts are put forth generously and passionately, without the expectation of accolades in return."



It Takes a Village

Jon Rolle

– Cheer Program Director

Coach Jon is the Cheer Program Director and Head Coach of our World's Team , Crimson Heat 5Alarm. He is USASF Levels 1-5 Certified in Stunts, Tumbling and Baskets. Coach Jon cheered for the N.C State Wolf Pack Team and has over 15 years of cheerleading and dance experience. Coach Jon is an Educator in the District of Columbia Charter School System and serves on the USASF Regional Advisory Board. He was awarded the 2015 USASF National Coach of the Year.



James Dickerson, Jr.

– Dance Program Director



Coach James is the Dance Program Director. Coach James has over 13 years of experience as a professional dancer and dance instructor. James has been a part of the DDO Artist Agency since 2004. He has performed on the BET Gospel Explosion with CECE Winans, with the Circle Players Production of both “Hairspray” and “The Color Purple” and on the Country Music Awards with Tracie Adkins. James has expertise in Jazz, Hip Hop, Modern, Pom and Liturgical Dance. Under his leadership, Crimson Heat “Code Red”, won 1st. Place at the prestigious Dance SUMMIT in Orlando, Florida. Coach James works as a Family Services Specialist and Youth Advocate for the Federal Government.

Derric Stotts

– Gymnastics Program Director

Coach Derric has been involved with Gymnastics for over 18 years. He began his training at Royal T’s Gymnastics Center (now known as Maryland State Gymnastics) in 1996 where he trained under Brian Shrewsbury. Coach Derric also trained under the leadership of world renowned Olympic Gymnastics Instructor Bella Carolli. In 2007, he qualified for the USA National Competition Team, a selective team that would go on to prepare for the 2008 Olympic Games. Derric currently works as an entertainment employee for the Washington Wizards, and other NBA teams. Coach Derric is the Director of Gymnastics and Program Administrator for Crimson Heat All Stars.



Our Clients Point of View



“Awesome cheer organization!!!! This is our 3rd year with the Crimson Heat cheer family. It has been a wonderful, positive, ***exciting cheer experience for not only our daughter but for us as a family***. Looking forward to the 2016-2017 cheer season!! “#proudcheermom&dad

Tasha Harris

“I have two daughters who were very blessed to be a part of this awesome cheer program. ***They both went on to receive cheerleading scholarships*** in college. My older daughter was on the very famous INFERNO senior team. Coach Veronica just has a passion as well as knowledge for this sport and an excellent role model for her athletes.”

Maxine Freeman



“Crimson Heat welcomed my daughter with open arms, and ***helped her grow not only as an athlete, but as a person***. We will always be a part of the Heat family.”

Amy Jones Adams

“My daughter grew up in this wonderful organization...***actually it is more than an organization, it's a family!*** I would highly recommend them to anyone seeking a loving environment that stresses personal best and excellence over a trophy! More impressive is the rock-solid belief that the C in Crimson stands for Christ because Christ is our center and our focus! Every practice starts and ends with a prayer and every team prays before performing at a competition. After 9 years she has countless jackets, trophies and medals and thats all good but she has learned personal best and excellence go hand and hand. Life lessons like that are bigger than the trophy!”



Carla Coard



Turn UP the HEAT

2016 TOUR 2017

The cost to train, travel and compete; as well as the uniforms and practice clothes that each cheerleader/dancer uses is satisfied through tuition payments submitted by their parents and collective fundraising opportunities offered by the organization. These fees typically range from \$3500 - \$5000 dependent upon the location of the selected competitive events.

We are reaching out to our community and local businesses to obtain their support of our goal to provide this opportunity for all children regardless of their families' financial situation. We truly believe this opportunity will be instrumental in their growth and development and will provide them with lifelong skills and relationships that will fuel their future success.



11/19

Tour Stop #1 - Annual Program Showcase
Upper Marlboro, MD

12/3

Tour Stop #2 – Cheersport
Upper Marlboro, MD

1/7-8

Tour Stop #3 – CDE Nationals
Richmond, VA (W)

1/7 NDA Dance Competition
Upper Marlboro

1/21

Tour Stop #4 - Jamfest Super Nationals
Indianapolis, IN

2/4-5

Tour Stop #5 – Battle at the Boardwalk
Atlantic City, NJ

2/11-12

Tour Stop #6 – Battle at the Capital
National Harbor, MD

3/4-5

Tour Stop #7 – Encore Championships
Richmond, VA

3/18-19

Tour Stop #8 – CANAM
Myrtle Beach, SC

3/31-4/2

Tour Stop #9 - All Star Games
Las Vegas, NV

4/8-9

Tour Stop #10 – All Star Challenge
Baltimore, MD

4/22

Tour Stop #11 – Seasons End Championship
Upper Marlboro, MD

4/29-30

Tour Stop #12 - Cheerleading Worlds
Orlando, FL

5/6-7

Tour Stop #13 – The Summit/The ONE
Orlando, FL

Tour Stop #14 - The U.S. Finals
Virginia Beach, Virginia




Why Taking the Tour with us is an excellent decision for Your Brand

This year more than 3.3 million Americans will participate in cheerleading, and 1.3 million of these enthusiasts will cheer more than 60 days. Spirit sports have become much more than pom-poms and sideline cheers, and they attract young, passionate, committed athletes who are influencers among their peers.


Cheerleaders are considered role models, leaders, and trendsetters among their school peers and local community. They are goal-oriented, achieve academic success, and are typically interested in enhancing their physical appearance. As such, cheerleaders are an ideal group for businesses to target especially within the 7 to 17 age range.

Cheer competitions typically include 3,000 to 4,000 participants and 1,500 spectators. National championships draw as many as 16,000 total attendees.


Crimson Heat Facebook Post Reach




You are targeting **men and women, ages 13 - 65+** who live in **1 location**.



Show full summary



This promotion ended **38 days** ago.



Your total budget for this promotion is **\$25.00**.

5,892

Engagements

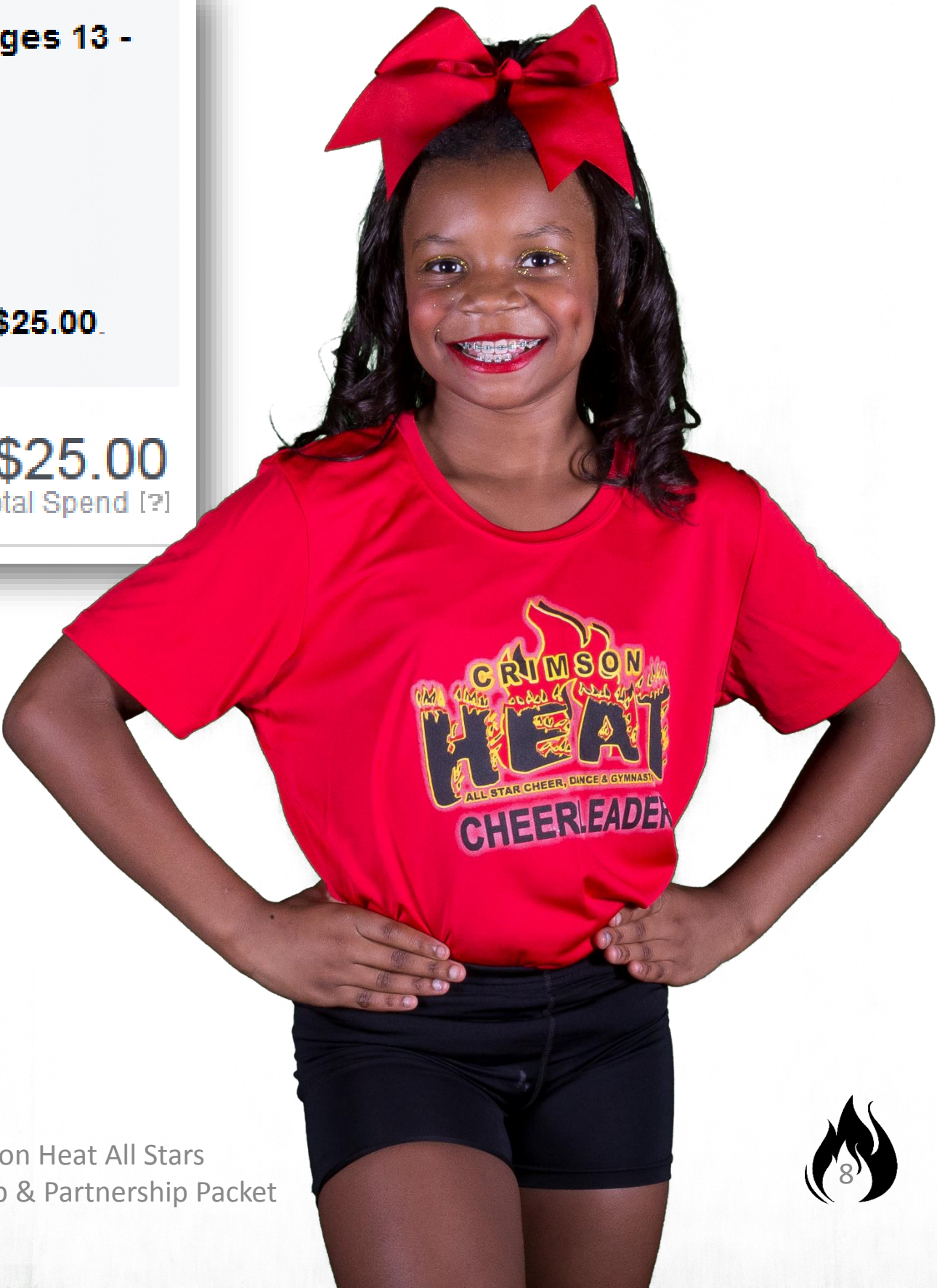
14,674

People Reached [?]

\$25.00

Total Spend [?]

Gain access to cheerleading participants and activate marketing programs for your brand that harnesses the influence of these trendsetters.



Partnership Levels

Diamond Partner

- Brand Marketing to our clients
- Website Listing
- 10 Social Media Mentions
- Brand Logo on Team Practice and Travel Gear
- Complimentary HEAT Paraphernalia Pack
- 4 VIP Tickets to Annual Showcase
- 2 VIP Tickets to Annual Awards Gala

Platinum Partner

- Website Listing
- 5 Social Media Mentions
- Brand Logo on Team Practice and Travel Gear
- 2 VIP Tickets to Annual Showcase
- 1 VIP Ticket to Annual Awards Gala

Gold Partner

- 1 Social Media Mention
- Brand Logo on Team Practice and Travel Gear
- 1 VIP Ticket to Annual Showcase

Partnering with us is easy!

Simply choose your partnership level then send us an email at partner@crimsonheat.com. Once we receive your email, we will send you a Partnership Agreement and get you connected with our amazing network of all stars!



Crimson Heat All Stars, Inc. c/o The FIREHOUSE

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Crimson Heat All Stars
Sponsorship & Partnership Packet

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