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**** TAX-DEDUCTIBLE SPONSORSHIP OPPORTUNITY (2015-2016) ****

Dear Family Member, Friend or Business Owner:

Capital Cheer Elite Allstar Academy is a new allstar cheerleading and tumbling training facility located in Dover, Delaware. Housed in our facility are individuals with a cumulative of 46 years' worth of allstar cheerleading and tumbling coaching; individuals whose only goal is to progress and empower athletes in a safe, healthy and athletically progressive manner, while also teaching them the benefits and importance of teamwork, accountability, character-building and community involvement. The staff and coaches at Capital Cheer Elite will not only produce elite athletes; we will also prepare our athletes – your community's future leaders – by teaching them skills and knowledge that will carry forward into "real-life."

Today we reach out to you in an effort to help build our sponsorship program. Our "Reach for the Sky" sponsorship program makes it possible for athletes who are unable to afford to be part of teams, classes, clinics, camps, open gyms, etc., to have those opportunities. Many of our area's youth have no other place to go; please help us "house" them.

TAX DEDUCTIBLE ADVERTISING!

We are not a 501(c)(3) corporation; however, if any business makes a monetary donation in the amount of \$150 (or greater), you will receive an "advertising" banner that will be displayed in our gym on our "Sponsorship Wall." We will also put your name on our website (which gets at least 4,000 "hits" per month), as well as give your business periodic "shout-outs" on our social media networks. Advertising can be very costly, so the benefits of donating to our scholarship program are not only great, but cost-effective:

- ◆ You directly have a positive effect on kids in *your own community* (we welcome you to visit any time).
- ◆ Your patrons are our parents so, a business that supports local kids are generally inclined to get reciprocal support.
- ◆ We provide you with a receipt for your accounting records; essentially, you are paying for advertising space in our gym and using CCE to market your business by providing social media marketing and signage at our facility.

We are also currently seeking **multiple corporate sponsors** whose names will appear on the back of our athletes' practice t-shirts (worn by over 70 athletes ... all over New Castle, Kent and Sussex Counties). The cost to be a t-shirt sponsor is \$300.00. (NOTE: You will also get all of the advertising perks listed above.)

SPECIAL NEEDS TEAM SPONSORSHIP OPPORTUNITY – PLATINUM SPONSORS (\$500.00) NEEDED ASAP!

One of the most inspirational team of athletes any allstar cheerleading facility can have the pleasure of coaching is a special needs team. These special athletes are "differently-abled" and have varying degrees of cognitive, emotional and/or physical impairments. Our special needs team – "SPECIAL OPS" – needs uniforms, bows, cheer sneakers, practice wear, make-up, choreography and custom cheer music for their routine. It is our goal to have all cheer expenses absorbed by the gym and generous sponsors like yourself; however, in order to do that, we will need approximately \$5,000.00. If we can do this, NO ATHLETE on the special needs team will have to pay for ANYTHING. Please help us achieve our goal so everyone can experience the pure joy of these athletes performing.

Should you have any further questions, please feel free to contact Michele Godwin by either telephone (302-740-1819) or email (info@capitalcheerelite.com). (NOTE: All checks should be payable to Capital Cheer Elite, please.)

We thank you in advance for your consideration and generosity; when we say "every dollar counts," we truly mean it.

Chelsea Thompson, Owner
Capital Cheer Elite