



Dear Sir/Madam,

We are an Allstar Cheerleading programme based in Colburn, North Yorkshire and have been running for 15 years within our local area of Colburn and Catterick Garrison. We teach cheerleading and tumbling to young Athletes from age 3 up to adults in their 50's and currently have 16 competitive teams and 8 recreational 'cheer for fun' teams based in Catterick and Darlington.

Cheerleading has become one of the fastest growing sports in the UK especially for young girls and it is a fantastic way to build strength, flexibility and co-ordination whilst making new friendships and having fun. Cheerleading also teaches transferable skills such as leadership, sportsmanship, and the ability to follow instructions and work together as a team. With the recent release of the Dallas Cowboy Cheerleaders on Netflix there has been an increased interest within our sport - although we do not use Pom poms, we lift people!

The reason for us contacting you is to share with you our exciting news that one of teams will be travelling to Dallas, Texas to compete at the largest National competition in the USA. After this past season's huge success in the UK winning 5 competitions, getting 3 grand champion awards and 3 judges stand out awards this team have earned the chance to go up against the best of the best in the industry by taking them to compete against the American teams at a large US national event.

This team is made up of seventeen females aged 13 to 19 and whilst current figures show that female participation in sport is a lot lower than with males, we at Lazer Cheer do not see this! Our predominantly female group celebrates athletes' strength and encourages athletes to work together with no judgement giving them the perfect environment to feel comfortable and stay in physical activity. Having opportunities to travel within our sport when they reach the top elite level provides big aspirations to our younger athletes to keep training and improve their own skills. We have some athletes who have only ever been on a plane to compete in cheerleading – if it wasn't for the doors that our sport opened for them, some would never have been out of Colburn and its surrounding areas.

NCA Nationals is a 3-day competition which takes place in Dallas, Texas every year and last season saw more than 26,000 athletes attend to compete. This competition has majority US teams competing some international teams do attend once they get to a very elite level.

We are reaching out today to ask if your company would be in a position to sponsor our team. There are different levels of sponsorship which would go toward different aspects of the trip including competition entry fees, transport in the US to the competition and the hire of gym venues in the US to be able to practise before they compete.

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Please have a look at the different sponsorship levels to see if you would be able to support our athletes. All sponsors will also be invited to our showcase send off during February where our athletes will perform for friends, families and sponsors for the final time before competing at NCA. All sponsorship opportunities are very much appreciated regardless of amount.

Sponsorship Level	How will it help?	What do you get?
Bronze	£50 - £100 Bronze sponsorships are a general donation which go toward the overall cost of the trip for our athletes to be able to compete.	Bronze sponsors get a personal social media shout out on our Instagram and Facebook as well as being shared directly in to our private group with over 400 local families. You will also be listed on our website under the official sponsors section of our international teams where your logo and link to website will be featured.
Silver	£150 - £250 Silver sponsors will help with the cost of hiring vans to be able to transport athletes to and from the competition whilst in America.	Silver sponsors get the bronze sponsor package plus a personalised video from the team thanking you for your support which you can use on your own social media channels.
Gold	£300 - £500 Gold sponsors will support the cost of hiring US gyms for our athletes to train at before they compete.	Gold sponsors get the bronze and silver package plus the opportunity to come to the gym for a physical hand over of their donation giving them an extra social media opportunity. It would be great for you to come and meet the athletes and see the hard work and dedication that goes in to getting to such an elite level.
Platinum	Over £500 Platinum sponsors will go toward the entry fees for the competition.	Platinum sponsors get the bronze, silver and gold package plus the option to have their logo on our team t-shirts of the athletes who are competing at NCA. We are also happy to come and support any events you have coming up where a cheerleading performance may be suitable.

If you would like any further information or would like to visit our gym, please do not hesitate to get in touch.

Thank you,

Mandy and Chelsea Foreman

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