



2114 Sandy Lane
P.O. Box 3014
Laurel, MS 39442
601-649-2090
www.laurelgym.com



Xtreme Sponsorship

The **sponsorship fundraiser** is used as a squad fundraiser as well as a student fundraiser. We will be accepting sponsorships from businesses that would like to contribute to our squad. Please see the sponsorship form for details.

How this benefits you

When a cheerleader raises funds in the form of an Xtreme sponsorship, a generous 75% of the funds acquired are directly applied to that cheerleader's account and can be used to pay for any Xtreme charges such as monthly dues, uniforms, competition fees, etc.

How this benefits the gym

Squad fundraisers are put in place so that the squad can raise money and 25% of the funds brought in by sponsorships are put in a general fund for Xtreme. This money will be used to cover expenses for things that we do as a squad. These funds are used primarily to hold cost down and consistent so that we can avoid having to invoice for small incremental cost increases or unbudgeted items throughout the year. But if we don't bring in the money, each student has to pay for all expenses as they approach. I strongly encourage each of you to participate and please remember this money is used for the cheerleaders and ultimately reduces your out of pocket expenses.

How this benefits the sponsor

In addition to knowing that their business is promoting the continuing achievement of young students in the local area and helping them reach not only their athletic ability but their scholastic ability as well, these businesses will be recognized as a sponsor and enjoy the support and advertisement benefits that LGC extends to them. More information is available on the form. Please use the provided form when asking for support.

Please note: These businesses are donating money to the squad, not to you. We will generously credit 75 percent of the money to your account because of the hard work you went through to bring the donations in. All business checks taken in for Xtreme will be treated as sponsorships, no exceptions. If a business wants you to get 100% of the funds, they will need to write the check out to you, then you can pay with a personal check; however, they will not be recognized as a sponsor. A business check written to the gym to pay on a student's account is subject to the same income taxes as one written to you personally so there should be no incentive to try to pay this way. You do not have permission to use our sponsorship form as a way to get personal endorsements. Also, we will not cash checks, give refunds, or transfer funds to different accounts. If we are fortunate enough to have a business support our program, we will ensure that their money stays in the program. If you leave Xtreme, the donations stay in the program. If you are not a member of Xtreme, please let us know before getting donations so that I may know your intentions. If you are planning on becoming a member in the near future, we will make an effort to post credits to your account so that it will be there when you do join Xtreme.



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Xtreme Sponsorship Form

Laurel Gymnastics and Cheer's Xtreme All-Star Cheerleading Squad is the area's leading competitive cheer squad. We are entering another year helping cheerleaders reach their potential. These girls spend many hours at the gym practicing and preparing for upcoming competitions. The squads will travel to four competitions this year with some of these being in surrounding states. With each student having to incur a minimum of \$2000 for participation in this program, the costs can really add up.

As an attempt to offset some of these costs incurred by the students and parents, we are seeking sponsorship from individuals and businesses. Please consider being a sponsor for your area competitive cheer squad. All sponsorships made to the squad will be used to reduce the out of pocket costs that are incurred by these students and parents and will be greatly appreciated. Also, Laurel Gymnastics and Cheer is committed to making this sponsorship program successful by promoting your business on our banners, website, and/or t-shirts.

Again, your sponsorship is sincerely appreciated. We look forward to your support and another great year here at Laurel Gymnastics and Cheer.

Yes, I would like to support the LGC's Xtreme All-Star Cheer Squad by being a sponsor.

Contact _____ Phone _____

Business Name (as it should appear) _____

Amount _____

Sponsorship acquired by _____

- **Sponsor (\$50+)** – Name is listed as sponsor on the Xtreme banner at the gym and/or the web site.
- **All-Star Sponsor (\$150+)** – Name and logo is listed as a sponsor on the Xtreme banner at the gym and/or the web site.
- **Xtreme Sponsor (\$250+)** – Name and logo is listed as a sponsor on the Xtreme banner at the gym and/or web site. Name and logo also appear on the practice T-shirts.

Please make checks payable to "LGC Xtreme Cheer". Also, don't forget to include logos when applicable or send them to cheer@laurelgym.com. Note that any sponsorship taken after February 1st will be included in the following season. If you have any questions, please call us at 601-649-2090.



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Example of Xtreme practice T-shirt with "Xtreme Sponsors"



BIRMINGHAM • NEW ORLEANS • PENSACOLA • NASHVILLE
sponsored by:

