



James Madison Crew is a co-ed high school club sport. The team is 100% financed and managed through the James Madison Crew Boosters Organization, Inc. (“JMCBO”), a non-profit 501(c)(3) tax-exempt organization. Madison Crew has experienced many successes in its 16 year history of hard work and focused training, while maintaining academic excellence. The boys and girls teams regularly compete on regional and national levels – and have won a Scholastic Rowing Association of America national championship.

Due to the lack of funding from Fairfax County Public School, we rely on corporations such as yours to be able to run a smooth operation and help our students win that championship. We appreciate and value your contribution. In addition to helping our students, here are some more compelling reasons for your sponsorship:

1. Increase brand awareness.

By becoming a sponsor of high school sports, your business will gain significant exposure within the entire youth sports market. This market includes: players’ parents, coaches, program organizers, the players themselves, and of course, local fans of the team.

2. Think local.

High school sports truly involve every member, both young and old, of the community. This gives your business the unique opportunity to be involved at a local level that impacts all demographics and leaves a positive impression. With today’s business mantra being “think local”, businesses viewed in this light will be reaping benefits for years to come.

3. Build goodwill.

Due to the students' strong emotional ties with high school sports, by sponsoring a sports team, businesses receive a lot of love from the community, which helps build strong goodwill. Your sponsorship makes the fans believe that your company understands the impact and importance of high school sports, which in turn creates an emotional tie and a sense of loyalty to your business. This creates a bond between your brand and the community.

4. Tax Benefits

James Madison Crew Booster organization is a not for profit organization. Support our organization, gain the goodwill of your community and also get tax benefits.

Platinum Sponsor. \$1,000

- Company's name and logo headlining our team banner which is conspicuously displayed at each of our home and away regattas, including regional and national venues (if the team qualifies).
- Company's logo and website link will also appear on our *home page and Facebook page* and also on our sponsor page as a Platinum Sponsor.
- Company's logo will appear on our team T-Shirt and team water bottles that are distributed to each team member.

Gold Sponsor. \$500

- Company's name and logo appearing prominently on our team banner which is conspicuously displayed at each of our home and away regattas, including regional and national venues (if the team qualifies).
- Company's logo and website link will also appear on our *home page and Facebook page* and also on our sponsor page as a Gold Sponsor.
- Company's logo will appear on a team T-Shirt.

Silver Sponsor. \$250

- Company's name and logo appearing on our team banner which is conspicuously displayed at each of our home and away regattas, including regional and national venues (if the team qualifies).
- Company's logo and website link will also appear on our *home page and Facebook page* and also on our sponsor page as a Silver Sponsor.
- Company's name will appear on our team T-Shirt

Bronze Sponsor. \$150

- Company's name and logo appearing on our team banner which is conspicuously displayed at each home and away regatta, including regional and national venues.
- Company's name will appear on our *home page and Facebook page* and also on our sponsor page as a Bronze Sponsor.

In Kind Sponsor. In appreciation of in-kind donations of \$75 - \$149, your company's name will appear on our website and Facebook to show as a valued supporter of the team.



Thank you for considering a sponsorship of Madison's Crew Team.

Deadlines for forms/payment: December 31, 2021

Logos & artwork due: Feb 1, 2021

For more information, please contact:

Kimberly Ellis (Parent)

Tracy McHone (Parent)

Corporate Sponsorship Coordinator

703-786-5613

fundraising@warhawkcrew.org

Yes, please follow up with me:

Date to follow up: _____

Contact Name: _____

Company: _____

Phone/email: _____