



SYC CHEER SPONSORSHIP PROGRAM

The SYC Cheer Program (non-profit SYC youth program) is continuously seeking sponsors to support the SYC All-Star Cheerleaders and the SYC Cheer Recreational Program. The SYC All-Stars consists of approximately 20-30 cheerleaders that have been selected due to their dedication, cheerleading skills, and ability to serve as role models to all the cheerleaders within SYC Cheer. They attend a cheer camp each August to learn new cheers and materials to bring back to teach to all of the SYC Fall Football and SYC Winter Basketball Cheerleaders (approximately 250 cheerleaders). The SYC All-Star Cheerleaders also perform in various community outreach events, such as the City of Fairfax 4th of July Parade, Homecoming parades, half-time performances at college and professional sporting games, local cheer events. The Recreational Cheer program serves girls in 1st-9th grades in the Springfield, Lorton, and Burke area. The program is run by volunteers who work to teach the girls cheerleading fundamentals, chants/cheers, and stunts. We cap off each season with an end-of-season pep rally, where each squad performs a special routine they created.

Sponsorship funds are utilized in many ways:

- Ensure that all All-Star Cheerleaders that would like to participate in the annual cheer camp, may do so
- Replace uniform inventory
- Subsidize the shortage for scholarships (not fully reimbursed through Fairfax County), for the Recreational Cheerleaders
- Offset costs for practice space in gyms during the fall and winter cheer season.
- Purchase equipment such as tumbling/stunting mats, cheer signs, first aid supplies and other items needed during the season.

Your donations or contributions ensure that every child that wants to participate in cheer may do so, regardless of their financial situation. The majority of SYC Cheerleaders live in the suburbs of Springfield/Alexandria, Lorton/Fairfax Station, and Burke/Fairfax area. SYC Cheer Sponsors in turn receive exposure to a large pool of SYC families, a tax-deductible donation, and the sincere gratitude of Springfield/South County Youth Club and the community. Any sponsorship is greatly appreciated.

It takes a community to raise our youth!

On behalf of Springfield/South County Youth Club, please accept our heartfelt thanks for your consideration of a sponsorship.

SYC is a 501(c) (3) organization and our non-profit tax id number is 54-0938972.

All sponsorship checks should be made payable to:

**Springfield/South County Youth Club
(Please note: "SYC Cheer Sponsorship" within the memo section.)**



SYC CHEER SPONSORSHIP PROGRAM

Please mail to:

**Attn: SYC Cheer Commissioner
7075 Newington Road, Unit G
Lorton, Virginia 22079**

Please be sure to provide the following:

- **A contact name**
- **Your mailing address (A receipt of your tax deductible sponsorship will be mailed to you.)**
- **Telephone number**
- **Email address, so that we may contact you to secure your logo, etc., for proper sponsorship exposure.**

QUESTIONS: E-Mail cheer@sycva.com

Please see the following pages for sponsorship options.



SYC CHEER SPONSORSHIP PROGRAM

SYC CHEER - GOLD SPONSOR - \$1,500 or above

- Receive representation and company link on the SYC web site, both the Cheer Page and Main Home Page, for one year. SYC's membership consists of 5,000+ families mostly located within the Burke, Springfield, Alexandria/Kingstown, Fairfax Station, Lorton area. Each family visits the website frequently to register for sports and receive updates and news, make purchases, etc.
- Receive recognition in Pep Rally Program distributed at each Pep Rally – (200 in attendance on average) for one fall season and one winter season. Receive a 1/3-1/2 page ad that has your logo and web site or other contact information and any special promotions your company is offering, if applicable.
- Sponsor may provide "free marketing" items for distribution at SYC Cheer uniform distributions (approximately 250 cheerleaders/families register each year) and Pep Rally Events for one fall season and one winter season of cheer.
- Receive a plaque mounted SYC All-Star team picture for office display.

SYC CHEER - SILVER SPONSOR: \$250-\$1,499

- Receive representation and company link on the SYC Cheer web site for 6 months. This would reach SYC Cheer membership of 250+ families located within the Burke, Springfield, Alexandria, and Lorton area.
- Sponsor may provide "free marketing" items for distribution at SYC Cheer uniform distributions (approximately 250 cheerleaders register each year)
- Receive recognition in Pep Rally Program distributed at each Pep Rally – (200 in attendance on average) for one fall season and one winter season. This will include a small logo and web site and/or other contact information.