



Basics:

The summer sponsorship drive has the potential to be the biggest fundraising event ACE of Panama City conducts. It has the potential to raise enough funds to allow our athletes and parents to complete the season. The only catch?...it's going to take some hard work from both the parent and the athlete in the month of June to ensure success. There are a few basics you'll need to understand to make the fundraiser work. The sponsorship drive begins June 2nd and ends on August 31st. All sponsor paperwork and donations must be turned in by the cut off date. Sponsor monies and forms can be turned in at any time to the office ACE of Panama City **IS NOT** a federally recognized non-profit organization otherwise known as a 501(c)(3) status. The sponsorship may still be deductible under certain business expenses (i.e., advertising, etc.). Please have your sponsor consult with their tax professional before deducting the donation.

Sponsor Levels

There are four sponsor levels for this drive. All sponsorships over \$50 will be recognized on the ACE Website. The higher the sponsor level, the bigger the website presence.

"How to..."

This sponsor packet includes the "How to" Guide and the Sponsorship Form. This guide and form is posed on our website. Print as many copies as you think you'll need. You have a few options on how to conduct this drive. If you choose, you may give each of your sponsors a copy of the form and wait for them to reply. If you choose this method, you'll need to make enough copies of the form to give to all your sponsors. You can also give the sponsor the form and collect the form and money, etc. right then. This is entirely up to you and the particular sponsor. Most times, businesses will need to review their business policies and make determinations whether they can sponsor an athlete or not. Once you've identified a sponsor, the sponsor form **MUST** be filled in completely by the sponsor. If the sponsor is at the \$50 or above range, please obtain the business web address (if available) so we can link to their business website. Please have the sponsor make checks payable to: ACE Cheer Company. Please bring the top portion of the sponsor form and sponsor donations to the front office. PLEASE...Make sure **your cheerleader's name** is on the form so we know whose account to credit.

Finally...if you have any questions on how to proceed with the sponsor drive, please ask. Remember, this is potentially the biggest fundraising event you can do all year. It's success is all up to the athlete and the parent. Good luck!!