



2024 SPONSORSHIP GUIDE



PREMIER ATHLETICS ALLSTAR CHEERLEADING

PREMIER ATHLETICS
276 Commercial Drive
Panama City, FL 32444
850.769.4646

The summer sponsorship drive has the potential to be the biggest fundraising event Premier Athletics 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 1st and ends on June 30th. 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. Premier Athletics IS NOT a federally recognized non-profit organization otherwise known as 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 Premier Athletics Website. The higher the sponsor level, the bigger the website presence. Sponsors at the \$500 and up range will receive a separate social media post identifying their business as an elite level sponsor.

"How to..."

This sponsor packet includes the "How to" Guide and the Sponsorship Form. This guide with the form is posted 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: Premier Cheerleading. Please bring 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!!



Dear Sponsor:

Premier Athletics, the Panhandle's oldest and most successful all-star cheerleading gyms, recently formed it's competitive teams for the 2024-2025 All-Star season. These competitive athletes need your support to help make it through the season. Our teams have already brought 100's of National Championship titles home to Panama City and have earned bids to attend the US FINALS, The Summit, The ONE Finals, the All Star World Championships and the prestigious The Cheerleading World Championships.

These athletes train year round and will kick off the competitive season against the top competition cheerleading teams in the nation this fall. Many of the athletes and parents need your help to defray the costs of competition, such as uniforms, shoes, and travel to regional and national competitions throughout the Southeast. Premier Athletics is not affiliated with any school and receives no funding to assist them in their competitive endeavors. To assist in offsetting the high cost of this sport, our athletes seek support in the form of corporate sponsorships and donations. Let us CHEER on your business as we travel and compete. With your help, there is no limit to what these young athletes can achieve. Sponsorships over \$50 will be listed on our website as our way of thanking each sponsor. The higher the sponsorship, the larger the listing on the site.

Thank you for supporting this Premier Athletics athlete. Your support will enable the team to represent the BEST North Florida has to offer as they compete throughout the southeast. If you have any questions, please contact Premier at 850-769-4646.

Thank you for your support and generosity!

SPONSOR LEVELS	WHITE	\$50
	BLACK	\$100
	GOLD	\$250
	PREMIER	\$500

Sponsor Name: _____

Address: _____

City: _____ State: _____ Telephone: _____

Website: _____

Cheerleader Name: _____

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Premier Athletics does not provide business with an IRS Form 1099.