



Sponsorship Request Letter

Dear Potential Sponsor:

The Shaldera Track Club has launched its annual fundraising Sponsorship Campaign for the 2015 running season. Members of our running club will have the opportunity to compete in the multi-sport of track & field on the local, state, and national levels. Being invited to participate in these competitions is an honor that reflects just how dedicated, hard working, and talented each youth student-athlete is on the track, in the classroom, and in the community.

To take part in these events, while providing children and youth with the opportunity to participate in quality-structured programs that promote living active healthy lifestyles within a fun and safe environment, we rely on the support of individuals and local businesses to help us build a better and healthier community through sports. We are making sponsorship opportunities available and are asking supporters to sponsor our club at different sponsorship levels or something in between to suit your needs and budget. We are a registered Florida non-profit and 501 (c)(3) eligible organization with an all-volunteer coaching staff dedicated to the success of our area's youth. 100% of your contributions will go directly toward items such as purchasing safe training equipment, uniforms and running shoes, meet entry fees, travel expenses, healthy snacks, and sponsoring children and youth who otherwise would not be able to participate in our program. In addition, donations will help us reach our 2015 target of helping a minimum of thirty (30) youth student-athletes cross the finish line.

The mission of the Shaldera Panthers Track Club is to introduce the sport of track and field to the youth between the ages of 6-18 living in Panama City, FL and the surrounding areas. While learning the proper techniques of running, jumping and throwing, we encourage our kids to find the potential within themselves. Our program helps to develop the characteristics of hard work, self-discipline, and leadership while promoting a healthy lifestyle of fitness and proper nutrition. We are providing an opportunity to expose them to what the world outside of Bay County has to offer. These life-long experiences can be driven and achieved through healthy levels of physical activity, appropriate athletic instructional, understanding proper nutrition, and eating healthier; while empowering children and youth to reach his or her full potential in all aspect of life.

We hope you will consider sponsoring our running club. Help us educate, train, raise awareness, and teach children and youth how the healthy sport of running can benefit their lives, their communities, and toward their future. If you would like more information, I will be happy to answer any questions you may have. You may reach me at (850) 888-2540 or by email at shalderatrackclub@gmail.com.

Thank you in advance for your consideration and continued support.

Sylvester Jones - Head Coach/President,
Shaldera Track Club

2015 Sponsorship Packages

Corporate club sponsorships:

Shaldera Corporate Sponsors are businesses, organizations, or persons that sponsor the Shaldera Track Club or a specific event with a minimum Sponsor contribution of \$2500 (two thousand five hundred dollars) or more.

In return for their support, Corporate Sponsors will be provided with the following:

In addition to receiving all “Platinum Sponsor” benefits (shown below), your business will be shown as “Title” or “Major” event sponsor at all club events, including tournaments, parties, demonstrations, media campaigns (both print and web), clinics and club functions, as well as having a prominent full color display banner on the club Website. All professional design and production fees are included. Limited numbers of “Corporate” Plans are available.

Team sponsorships:

\$1,000 PLATINUM SPONSOR:

- 1 year advertising on a “Shaldera Banner” (Displayed at all major club events)
- Advertising on team t-shirt provided to all club athletes and coaches
- Full width banner advertisement on the club website [homepage](#) with a link to your website
- A Shaldera Track Club plaque with photo of team for display
- Shaldera Panthers Polo Shirt
- Speaking opportunity at season special recognition event

\$750 gold SPONSOR:

- 1 year advertising on a “Shaldera Banner” (Displayed at all major club events)
- Advertising on team t-shirt provided to all club athletes and coaches
- Full width Banner advertisement on the club website [sponsorship page](#) with a link to your website
- A Shaldera Track Club plaque with photo of team for display
- Shaldera Panthers Polo Shirt

\$500 silver SPONSOR:

- 1 year advertising on a “Shaldera Banner” (Displayed at all major club events)
- Advertising on team t-shirt provided to all club athletes and coaches
- Half width Banner advertisement on the club website [sponsorship page](#) with a link to your website
- Framed Certificate of Appreciation
- Shaldera Panthers Polo Shirt

BOOSTERS CLUB sponsorships:

\$250 BRONZE SPONSOR:

- Quarter size Banner advertisement on the club website [sponsorship page](#) with a link to your website
- Certificate of Appreciation
- Shaldera Panthers T-shirt

\$100 BOOSTER SPONSOR:

- Listing on the club website [sponsorship page](#) with a link to your website

All donations are tax deductible. Shaldera track club is a florida registered non-profit and 501(c)(3) eligible organization

Sponsorship Package selection form

Make your selection below and return with your sponsorship contribution today.

_____ Corporate club sponsorships:

Enter Amount: _____
(Minimum \$2,500)

Team sponsorships:

_____ **\$1,000 PLATINUM SPONSOR:**

_____ **\$750 gold SPONSOR:**

_____ **\$500 silver SPONSOR:**

BOOSTERS CLUB sponsorships:

_____ **\$250 BRONZE SPONSOR:**

_____ **\$100 Booster SPONSOR:**

General CLUB donation:

\$ _____ enter the amount of your club donation:

Please choose your sponsorship level above and mail your completed form along with your check made payable to "Shaldera Track Club" to the address below.

Sponsor Contact: _____
Business Name (if any): _____
Street Address: _____
City/State/Zip Code: _____
Phone: _____
Email Address: _____
Athlete Sponsoring: _____

Thank You for your Support!

Shaldera Track Club
121 Twilight Bay Dr., Panama City Beach, FL 32407