

GUIDELINES
FOR
CHEERLEADER SPONSORSHIPS

We request the assistance of each cheerleader, their parents, and their coach in contacting businesses in their community, to be a sponsor for the cheerleader. Where possible we will ask a local Shriner to assist in this endeavor. This is an important factor in determining the amount of funds that will be available for the kids in our Shrine Hospital program. We are asking you to **raise at least \$800.00 or more** from sponsors in your community. Also, each cheerleader will receive 25 game tickets to sell in their community. Details about the game tickets enclosed in your packet of information.

Each full page in the game program represents \$400 in sponsorships. This can be one sponsor or several to make up your goal. Such as 10 at \$40 each, 20 at \$20 each, so any combination is possible. There have been many situations where the interest in the community to sponsor a cheerleader, is so great, it has enabled them to get 3 to 4 pages, or more, of sponsorships. Individuals can also be sponsors and in many cases such persons have generated a full page of sponsorships. The booster club will usually sponsor a half page ad to include the team cheerleader picture, which would be \$220.00

These sponsorships help to offset some of the cost of your 5-day camp, expense of having the shrine hospital staff on campus, local transportation costs, insurance coverage, and costs for special events. It should be noted that 100% of the net proceeds, from any of our shrine football games, goes toward the support of our Shrine Hospital programs. To date over \$2,600,000 has been directed toward this cause. *The 2003 game generated \$72,000, 2004 \$101,000, 2005/ 2006 \$80,000, \$76,000 in 2007, \$72,000 in 2008, in 2009 \$50,000, 2010 \$70,000, 2011 \$60,000, 2012 \$ 68,000, 2013 \$80,000.00 and last year \$90,000. Our Goal for 2017 is \$100,000. With your help it will happen.*

It is an opportunity for you to help us, in helping kids in our Shrine Hospitals who are less fortunate than we are, by increasing the funds that we can make available for current patients as well as those who will be treated in the future.

Note: You may make copies to meet your needs. Give the sponsor a copy of the form and forward one to the general manager. **Make sure your name is on the form along with your email address when you give the form to your sponsor. Deadline dates: All biographical information along with all sponsorship ads / pages are due by April 1, 2017 When setting up your ads please refer to last years program book for examples of setting up your ads. Go to page 381, 403, 406 and 409 as great samples for you to follow in setting up your ads. The first half page is free for the cheerleader picture and stats.**

Any questions should be directed to the General Manager. All sponsorship forms, ad copy, and money received are to be sent directly to the cheerleader that ask for your sponsorship.

Make all checks out to Iowa Shrine Bowl Inc.

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