

MUSTANGS CHEERLEADING Sponsorship Options

**Canadian Champions 1985, 1986, 1987, 1988, 1989, 1990, 1991,
1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2008**
2006, 2007, 2008, 2009 *Cheer Sport Nationals Collegiate Champs - Atlanta*
American Open National Champion - Tampa 2005, WCA Nationals Open Champs 2005 – Nashville
2001, 2002, 2003 *NCA International Division Champions*
1998, 1999 *NCA National Championships 3rd place Division 1*
COA Mid-West Open Collegiate Div. Champions 2000, 2001, 2005

Potential Team Advertiser/Sponsor

We are again out in the community seeking sponsors/advertisers for the practice gear for this year's UWO cheerleading team. Our sponsor program has been helping to outfit the nation's best cheerleading team for over 24 years. We offer your business a low cost but highly visible advertising scheme that hits straight into both the student market and the UWO athletic scene. The squad is tremendously loyal to it's sponsor businesses and looks forward to being available for you throughout the school year.

Full Ad/sponsorship

- practice T-shirts or dry-fit tanks: \$300.00
- Sweat shirts: \$550.00 (maximum of 2 sponsors are accepted per year)

Advertiser/Sponsor Supplied Tees

- some businesses have their own printed T-shirts. If a team set is being donated, please keep in mind that the female members of the team tend to be very, very small. Also, we will need to print our team art on the shirt (back, sleeve etc.) If you plan on donating a team set of pre-printed Tees, we also require \$150.00 to customize the set for the team.

NEW Sponsorship opportunity

The team will also be making logo/advertising space available on their *GAME UNIFORMS* and team jackets. Sponsors must provide either a pre-made embroidered twill crest (to be sewn on to the uniforms) or cover all digitizing and embroidery costs for direct application to the garments. Uniform Logo sponsorship Pricing:
Uniform Chest/Back/Sleeve - \$1000.00 (plus cost of application or crests provided)
Team Jacket/Wind suits - \$750.00 (plus cost of application or crests provided)
Team Travel Bags - \$500.00 (Single sponsor only)
Exclusivity buy-out: \$1000.00

Game Day Sponsors

Some businesses are able to offer 'in kind' sponsorships of useful Game Day offerings such as Half Time Meals, Team Vans for transportation to away games, Sports Drinks (*or a vat of coffee for our coach and the drivers*).



Why we do this

- Despite the fact that the squad is extremely well respected and supported by the university, the tight funding situation for such ancillary programs forces us to go outside the university walls for support.
- The team is active for roughly 11 months per year. The "practice gear" is worn at every pre and post game (Football and Men's and Women's Basketball), every road trip, at competitions, at corporate promotions and any time the team is public and not required to be in uniform (which is often).
- We realize that most of the businesses we approach engage in advertising aimed at the student and athletic markets. The reasonable fee gets those businesses 30 year round traveling billboards on the highest profile and most successful team at UWO...and we're dang good lookin' too.

The UWO cheerleaders are the longest running co-ed collegiate team in the nation with our origins dating back to 1924. The team has only ever lost one competition in Canada (and won 23 National titles). This past season we won our fourth US CheerSport National title in Atlanta and in the recent past have won the NCA Nationals International Division 2001 through 2003 in Daytona as well as numerous other American events.

The team is made up of 35+ clean cut, rock hard athletes, most of which were former gymnasts, football, rugby and soccer players. We are the best known, most traveled and most highly respected cheerleading team in Canada and hope that you can join our "team" as a corporate sponsor.

*Additional Question? Call Coach Trace – 519-434-1037 – PCA@PowerCheerleading.com
Cheques payable to: UWO Cheerleaders. Receipts available if required.
325 Lighthouse Rd Unit 21 – London Ontario N6M 1H8*