



1989 Old Highway 2
Belleville, Ontario
K8N 4Z2
(613) 779 - 8644
pegasuscheer.com

Request For Sponsorship

Pegasus Cheer Athletics is Hastings County's only facility to offer cheerleading, tumbling, and parkour programs. Athletes come from all across Hastings, Prince Edward, and Northumberland Counties to participate in these programs, both at the recreational and competitive level.

Pegasus Cheer Athletics is at an all-time high with over 150 athletes registered in full year teams, half year teams, and recreational classes. We offer programs for newborns all the way through to adults.

Our programs are designed to help athletes grow into the person they are meant to be. We utilize a character education program to explore skills that every person needs to be successful in all areas of their life. Dedication, responsibility, confidence, and teamwork are just some of the skills that our athletes learn to value in themselves and in others.

Allstar cheerleading is a highly competitive and sought after sport in Canada. It's gaining global attention for its athleticism and teamwork, especially with the recent recognition as an Olympic sport in 2021 and the announcement of countries competing in the 2028 Olympics in Los Angeles.

As Canadian teams expand, the need for more specialized training and equipment becomes imperative for our athletes. They work diligently to raise money through various fundraising methods. However, this covers only a portion of their expenses.

We are actively seeking business sponsorships to help our athletes achieve their goals. We invite you to assist one of our talented and dedicated athletes by sponsoring the gym or a specific athlete. Show your commitment to the future of our athletes and our community with a financial donation.

This is a great opportunity for businesses like yours to have exposure to a large and engaged local audience. Called "The Pegasus Family", our audience is close-knit, eager to support local businesses, and committed to growing our athletes and community.

With each sponsorship, Pegasus Cheer Athletics will provide your business with the following:

- Banner display in a prominent location in the gym for the duration of the sponsorship period (September 2022 to May 2023)
- Business cards placed on display in a holder at our Front Desk (where all of our athletes have to check-in for their teams or classes)
- Advertisement of your business at our local gym-wide Showcase, which sees upwards of 500 individuals every year
- Business Logo placement on our website with your website link attached, so our viewers can connect directly to your business – an easy way to backlink your business and help with your SEO on the web!
- Business Logo placement on our Fan Zone TV Presentation (where all of our families check-in and sit while their athletes are doing their teams and classes)
- Feature of your business in our membership emails and newsletters

The following opportunities are available:

- Custom Banner - \$250.00 +HST
- Individual Athlete Sponsorship - \$500 +HST
- Two Year Sponsorship with one-time payment - \$1,000 +HST
- Two Year Sponsorship with two payments - \$550.00 +HST

Multi-year sponsorships will also receive a custom Thank You plaque that you can proudly display at your place of business.

If you are interested in this opportunity, please fill out the attached form and mail it with your cheque, payable to Pegasus Cheer Athletics to:

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Thank you in advance for your consideration. If you can help our athletes, or have any further questions, please contact our AH-mazing Admin team at 613-779-8644 or by emailing info@pegasuscheer.com.

Thank you,
Liz Yntema, Owner



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Sponsorship Form

I am interested in sponsoring:

- An Athlete
- The Gym

Name of Athlete (if applicable): _____

Amount of Sponsorship:

- Custom Banner - \$250.00 +HST
- Individual Athlete Sponsorship - \$500 +HST
- Two Year Sponsorship with one-time payment - \$1,000 +HST
- Two Year Sponsorship with two payments - \$550.00 +HST

Please make cheques payable to:

Pegasus Cheer Athletics
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Name of Sponsor: _____

Address of Sponsor: _____

I would like a receipt:

- Yes
- No

Thank you for helping our athletes achieve their goals and build a better future for themselves through the sport of sport.