



## CORPORATE SPONSORSHIP OPPORTUNITY INSTRUCTIONS

### **DETAILS**

- There are four package levels. You can sell as many bronze and silver packages as you wish, but there are only two Gold and One Platinum packages available at this time.
- Packages will be sold on a first-come basis, so as soon as you sell a Gold or Platinum, take a picture and email Lindsey or text (8284556271)
- All proceeds will go to offset player dues except Gold (-\$350) and Platinum (-\$1,000) to cover the cost of additional printed water bottles/lanyards/shirts. You are welcome to split Gold or Platinum dues with multiple players in the same family and/or within the organization, just let Lindsey know.
- HIGHLY RECOMMENDED companies fill out the sponsorship from online here:
- Please give the business Lindsey's email address to send in information pertaining to their business
- [lindsey@xelsportsplex.com](mailto:lindsey@xelsportsplex.com)

### **How to Sell Sponsorship**

**The Pitch** (Feel free to print the below letter of intent or copy and paste as needed for email, text or social media)

Hi **COMPANY**,

I am a student-athlete at Xcel Volleyball Performance and myself and my team are selling corporate sponsorships to raise money to help pay for this season's travel costs. There are three levels of sponsorship that promote your business with thousands of views to loyal players, parents and fans of Xcel Volleyball Performance. Please let me know if you are interested, fill out the below form and send your logo and contacts to the below contacts

Thank you for supporting our team!

**PLAYER, TEAM**

### **Logistics**

- Send out the letter of intent digitally or printed
- Ensure the company pays in advance (check, cash collected by you) Collections will be up to you.
- Please make sure to collect the following information from each company
  1. **Name of Business**
  2. **Contact Person**
  3. **Contact Person email/phone number**
  4. **Platinum, Gold, Silver or Bronze package**
  5. **Social media Handles**
  6. **Have them send the company logo/picture to [lindsey@xelsportsplex.com](mailto:lindsey@xelsportsplex.com)**
- Please point out they need to send their logo to Lindsey NO LATER than November 15<sup>th</sup> for the Gold and Platinum and December 1<sup>st</sup> for the Bronze and Silver.
- We'll take care of allocating dues, printing logos, taking care of social media/ email recognition etc.



**CORPORATE SPONSORSHIP OPPORTUNITY**

Dear Community Business Leader,

On behalf of Xcel Volleyball Performance, a registered non-profit 501©(3), and over 385 hundred student athletes and coaches who participate in our program, we humbly ask for your participation as a sponsor.

The Xcel Volleyball Performance program is committed to the person and athletic development of our student-athletes through excellence in volleyball. Our goal is to provide instruction that ensures the building of character and development of skills and sportsmanship, while providing a fun and nurturing environment for our volleyball players to reach their maximum playing potential. Our national and regional teams pay dues that cover coaches pay, tournament entry fees, uniforms, and practice space. **To help offset this cost we have created a robust fundraising program that will directly reduce dues for our student-athletes and help your business gain exposure to thousands of loyal players, parents and fans in our community.**

With your help, we can continue to provide quality training for these student-athletes from K to 12, to become better students, athletes and community members. We provide academies, summer camps and multi-day clinics throughout the year, to help our younger athletes learn the skills necessary to compete at the middle and high school levels. For our traveling regional and nationals' teams, we provide recruitment opportunities that will allow our student-athletes to be seen at the national level in hopes to continue successful academic and playing careers at colleges or universities.

Thank you in advance for your consideration in becoming an Xcel Volleyball Performance sponsor to aid these incredible student-athletes in their journey to become better as people and at the sport they love so much.

Sincerely,

Student Athlete Name \_\_\_\_\_ & Team Name \_\_\_\_\_

**Company Name and Address** \_\_\_\_\_

**Company Website and Sical Handles:** \_\_\_\_\_

**Company Primary Contact First and Last Name** \_\_\_\_\_

**Contact Email and Phone:** \_\_\_\_\_

**Preferred Package:** \_\_\_\_\_