



# 2014

# Sponsorship

# Proposal



[www.LibertyGymnasticsAcademy.org](http://www.LibertyGymnasticsAcademy.org)

**2104 Kara Court • Liberty, Missouri • 64068**

**816.407.9555**

[LibertyGymnastics@att.net](mailto:LibertyGymnastics@att.net)



## **Introduction**

Thank you for considering sponsorship of the Liberty Gymnastics Academy program or one of our many community events.

## **Why Sponsor?**

We are an experienced and dedicated organization that proudly provides quality and affordable gymnastics education to young athletes in and around our community.

Please become a part of building strong communities by enriching the lives of our youth and their families by sponsoring or donating to our programs. Your sponsorship will help us to implement experiences which target key focus areas in our youth, such as: leadership, respect, self-control, discipline, accountability, time management and many other positive character traits.

## **There are several ways to support our organization:**

- Sponsor the club and receive benefits of our sponsorship packages
- Provide a tax deductible donation to become an official team sponsor
- Offer our team members a discount on merchandise or services

## **Sponsor an event:**

- Donate money to become an official event sponsor
- Donate products or services for an event
- Provide volunteer support at an event

Please take a few minutes and review the material contained in this sponsorship package. You will find the following items:

- Liberty Gymnastics Academy Program Summary
- Team Sponsorship Opportunities
- Event Sponsorship Opportunities
- Our website and membership handbooks
- Sponsorship Program Agreement Form
- Contact Information



# Youth Development Programs



Program Summary Document

---

# YOUTH DEVELOPMENT PROGRAMS – 2014

---

## Liberty Gymnastics

Tax ID # **46-1799118**

Address: 2104 Kara Ct Ste. A

Liberty, MO. 64068

Website: [www.libertygymnasticsacademy.org](http://www.libertygymnasticsacademy.org)

Email: LibertyGymnastics@att.net

Phone: (816) 407-9555

## Primary Contact

Christy Schram

Lauren Howell

Stefani Luetke

## Organization Summary

To provide gymnastics instruction in a safe, fun, and positive environment. We offer both instructional and competitive instruction to children ages 18 months to 18 years. Classes are strategically divided by means of both age and ability to provide the ultimate gymnastics experience for children of all ages and capabilities.

In addition to providing growth in your child's gymnastics skill development, we strive to provide each child with gross motor expansion, coordination and balance, active listening skills, social and emotional development, and much more! Our qualified coaching staff provides you and your family a positive atmosphere in which your child will experience both fun and fitness.

# YOUTH DEVELOPMENT PROGRAMS – 2014

---

## Liberty Gymnastics

### Nonprofit Program Summary

Our mission statement, “Positive Progress through Simple Discipline” leads to another aspect of our services, our commitment to youth and to our community. We are dedicated to being a part of building strong communities by enriching the lives of youth and their families through implementation of experiences which target key focus areas.

- leadership
- respect
- self-control
- discipline
- accountability
- time management

The educational strategies we use to target skill building in key focus areas include approaches which include youth in the **leadership** process of planning and decision making. When youth have opportunities to be part of a planning process, from planning the design of their costumes, excursions, discussing options and factoring the related costs, they gain critical thinking skills and learn to make sound decisions. They learn the importance of *individual* and *group* decision making and the importance of having **respect** for the contributions of others. Youth learn that part of making decisions is being **accountable** for the results of the decisions they make individually and collectively. Youth gain confidence when decision making yields positive results and they gain problem solving skills which can lead to positive outcomes and when outcomes are adverse.

Through processes of planning, youth learn **discipline** through **time management**. They learn that their success and the success of others, depends largely on their individual ability to practice **self-control** and time management. Through demonstration of focus area characteristics, youth *earn* the right to participate and progress to succeeding levels. Developing skills in key focus areas builds core values that youth can successfully apply to social and educational experiences.

Liberty Gymnastics charitable services, in addition to helping youth build core values, strives to address community issues such as; obesity, juvenile delinquency and provide opportunities for low income children and families to participate. Through our gymnastic competition travels and excursions youth broaden their cultural and environmental experiences thus gaining a better understanding of diversity locally, regionally and nationally.

# YOUTH DEVELOPMENT PROGRAMS – 2014

---

## Liberty Gymnastics

### Community Problem

- **Childhood Obesity and Inactivity**

Childhood obesity is an epidemic problem in the state of Missouri. Missouri ranks as having one of the highest rates of obesity in the nation. A statistical survey from The Center for Disease Control and Prevention report that 29 percent of Missouri high school students are overweight or obese, compared with 28 percent nationwide. A news release by the Missouri Department of Health and senior Services reports that The American Medical Association estimates that more than 23 million children and teenagers nationwide are overweight or obese. Health experts say efforts to prevent obesity must start early before unhealthy habits are formed.

- **Juvenile Offending**

Behavioral problems among youth and teens can stem from a variety of issues. As in other cities and states this is a concern. If these behaviors are unaddressed, juvenile problems such as; substance abuse, truancy, high school drop-out rates and other negative behaviors will continue to have a negative impact on communities. NSDUH 2003–2006 estimates that more than 1.16 million adolescents needed, but did not receive treatment for illicit drug problems and more than 1.3 million needed, but did not receive treatment for Alcohol problems. Proactivity to address these and related problems is of paramount significance.

- **Low Income**

All across the nation families are facing tough economic times. As a result, many families have very limited resources which impede youth access to extracurricular experiences. When students are involved in activities that build self-esteem, core values or nurture talent they gain a strong sense of accomplishment which affects other aspects of their lives. With fewer opportunities to excel in talent or develop new skills, a youth's development could be negatively impacted mentally, physically and emotionally.

# Liberty Gymnastics Community

- **Addressing Childhood Obesity**

Liberty Gymnastics' program is dedicated to being a community partner in addressing the problem of obesity. Through fitness activities and coaching, we offer solutions to getting children and youth away from the television, computer games and other activities that keep them sedentary for long periods of time. We promote fitness activities that are age and developmentally appropriate, fun and rewarding. Children and youth learn to organize and balance their physical and non-physical daily routines, as well as, nutritional habits which teach values such as discipline and self-control.

- **Addressing Offending Behaviors**

Liberty Gymnastics employs fun but rigorous methods for helping youth avoid negative behaviors that can have a lasting impact in the lives of youth and in the communities that they live in. Through gymnastic routines, youth learn the importance of punctuality, following directions, cause and effect, responsibility, and respect for fellow gymnasts. During gymnastic team building exercises students learn that they are individually an intricate part to the success of the entire team. Without their best efforts the team does not perform as well. The youth learn to correlate this concept to their role in their families and community. They learn to be accountable for their actions and respectful of themselves as they recognize their own contribution. They also learn to be respectful of the efforts and contributions of others.

- **Addressing Economic Issues**

Our program is designed to maintain a commitment to the families and youth in our community. We recognize that it is important for us to do our part to assist youth in accomplishing goals, in building strong character and self-confidence. Liberty Gymnastics program is committed to demonstrating and teaching strong values and offering assistance to families, through partial or full tuition scholarships, that demonstrate financial need.



## Sponsorship Opportunities

### Sponsorship levels -

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

<u>GOLD - \$1000 / annually</u>	<u>SILVER - \$500 / annually</u>	<u>BRONZE - \$250 / annually</u>
<ul style="list-style-type: none"> <li>❖ Annual report recognition</li> <li>❖ Advertising on in-house TV</li> <li>❖ Link on front page of website</li> <li>❖ Banner displayed in our facility</li> <li>❖ Name or company logo displayed on club shirts</li> <li>❖ Monthly recognition on social media platforms</li> </ul>	<ul style="list-style-type: none"> <li>❖ Annual report recognition</li> <li>❖ Advertising on in-house TV</li> <li>❖ Link on website on sponsors page</li> <li>❖ Banner displayed in our facility</li> <li>❖ Monthly recognition on social media platforms</li> </ul>	<ul style="list-style-type: none"> <li>❖ Annual report recognition</li> <li>❖ Advertising on in-house TV</li> <li>❖ Link on website on sponsors page</li> </ul>

*\*\*If you wish to sponsor a different amount, please let us know.*

### Other Sponsorship Opportunities -

#### **Sponsor a Gymnast –**

Liberty Gymnastics Academy has several gymnasts on tuition assistance. Average monthly tuition is approximately \$200. If you would like to sponsor tuition or help offset tuition for our financial scholarship athletes, please let us know.

#### **Apparel Sponsors –**

Our team members purchase new competitive leotards every other year. In the off year, they purchase competitive warm-ups and backpacks. Any donations to this particular fund would be greatly appreciated.

#### **Product Donations:**

We also accept product donations. Our team maintains a strong presence at gymnastics meets throughout the state and region. We can also setup product booths at our annual invitational and raffle off donated merchandise. This provides a win-win, the team receives funds and your product receives exposure to 400-600 athletes as well as 150-200 spectators every session (usually 6-8 sessions per meet).

#### **Team Discounts:**

If your organization cannot provide a monetary or product donation, we also are interested in team member discounts. We encourage our team members and friends to support our sponsors!

#### **Did we miss something?**

We are open to new and creative ideas. If you have a sponsorship idea for our organization, please contact us.

***All sponsorship donations of any kind will receive recognition on our website and newsletters.***





## Event Sponsorship Opportunities

Liberty Gymnastics Academy organizes several community events to encourage participation in gymnastics and fitness and to fund the activities of the organization.

Our events can only take place with the strong participation and support of our sponsors.

<u>When</u>	<u>Event</u>	<u>Description</u>
January – February	Make-A-Wish Classic	Our annual gymnastics competition is held off-site and hosts over 500 gymnasts and over 1500 spectators over a 3-day competition.
April – May	Spring Fling	We host an annual on-site recital for our Developmental gymnasts. Our youngest and up-and-coming gymnasts love to “show-off” their new skills and routines to parents, grandparents and all friends and relatives.
June	Olympic Day	Olympic Day, held annually on June 23, is celebrated by millions of people in more than 160 countries. Commemorating the birth of the modern Olympic Games, Olympic Day is not only a celebration, but an international effort to promote fitness and well-being in addition to the Olympic ideals of Fair Play, Perseverance, Respect and Sportsmanship
September	National Gymnastics Day	USA Gymnastics is proud to partner with Member Clubs across the country to highlight the impact fitness through gymnastics and play for kids. The goals of National Gymnastics Day are:  ** To increase awareness and excitement for the sport of gymnastics  ** To teach the importance of charitable outreach through sport and play  ** To introduce gymnastics to youth who may not otherwise have the means to participate
October	Halloween Haunt	A fun community activity that provides a safe alternative for families looking to celebrate the Halloween holiday. The event includes games, crafts, treats, raffles and many more exciting activities for kids of all ages.

### Sponsors will receive:

- Sponsor’s Name/Company printed on all event documents and apparel
- A banner ad on our event web page with a link to the sponsor’s website.
- Company banner displayed at event.
- Possible naming rights to events (i.e. “The ABC Company 6<sup>th</sup> annual Make-A-Wish Classic”)



## Corporate Sponsorship Agreement

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Main Contact Person: \_\_\_\_\_

Main Contact Phone/Email: \_\_\_\_\_

### **Sponsorship Levels:**

- Gold Level - \$1000 annually       Silver Level - \$500 annually       Bronze Level - \$250 annually

### **Payment Options:**

Check enclosed: Payable to Liberty Gymnastics Academy

Please charge my credit card:

\_\_\_ Visa    \_\_\_ Mastercard    \_\_\_ American Express    \_\_\_ Discover

Card number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on the card: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

### **Please return completed form to:**

Liberty Gymnastics Academy  
2104 Kara Court  
Liberty, MO 64068

[www.libertygymnasticsacademy.org](http://www.libertygymnasticsacademy.org) \* 816-407-9555 \* [libertygymnastics@att.net](mailto:libertygymnastics@att.net)

2104 Kara Court, Liberty, MO 64068

*Liberty Gymnastics Academy is a non for profit 501(c)(3) that depends entirely on corporate and private sponsorship for financial support.*



## Individual Sponsorship Agreement

Name:	_____
Address:	_____ _____
Email:	_____
Phone:	_____
Fax:	_____

### **Monetary Donation:**

**Amount:** \_\_\_\_\_

Check enclosed: Payable to Liberty Gymnastics Academy

Please charge my credit card:

\_\_\_ Visa \_\_\_ Mastercard \_\_\_ American Express \_\_\_ Discover

Card number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on the card: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

### **Product / Equipment Donation:**

Type of Donation: \_\_\_\_\_ Date to be received: \_\_\_\_\_

Additional information: \_\_\_\_\_

\_\_\_\_\_

**Please return completed form to:**

Liberty Gymnastics Academy  
2104 Kara Court  
Liberty, MO 64068

[www.libertygymnasticsacademy.org](http://www.libertygymnasticsacademy.org) \* 816-407-9555 \* [libertygymnastics@att.net](mailto:libertygymnastics@att.net)

2104 Kara Court, Liberty, MO 64068

*Liberty Gymnastics Academy is a non for profit 501(c)(3) that depends entirely on corporate and private sponsorship for financial support.*