



Dear Potential Sponsor,

Thank you for taking into consideration the opportunity to sponsor Wellington Cheer and Dance. This letter briefly outlines the opportunities and provides a further understanding of what Wellington Cheer and Dance is all about.

Wellington Cheer and Dance was established in 2004 and has become one of the top cheer and dance programs in Palm Beach County, winning several national titles and appearing on ESPN. Wellington Cheer and Dance does not recruit champions, but rather creates them. The coaches have a sense of satisfaction teaching children ages four to eighteen responsibility, respect, honor, and morality through training.

All-star cheerleading and dance is one of the most competitive sports in the United States and has recently appeared on the cover of U.S. World and News Today. All Star cheer and Dance has had an uprising in the past years, and last year Florida named "cheerleading" an official sport. As you can envision, fundraising is essential in order to assist our cheerleaders and dancers with the ever-rising expenses. These athletes are planning on attending choreography camp, several competitions both in and out of our area, as well as purchasing uniforms. These young athletes work attentively to raise money through a variety of methods. However, these fundraisers only cover a small portion of their expenses, being that the cheerleading world is expensive.

We encourage you to become a part of the Wellington Cheer and Dance family! As a sponsor, your support will facilitate these cheerleaders and dancers to continue participating in this competitive sport. Your commitment to our team and to the athletes of this team will be of tremendous aid. Donations are tax deductible and should be made payable to Wellington Cheer and Dance.

Sponsors of \$100.00 or more will be featured on our web site, [www.wellingtoncheeranddance.com](http://www.wellingtoncheeranddance.com). Also, we are willing to discuss any advertising proposals our sponsors may have.

We welcome your sponsorship and look forward to having you become an active and proud participant of the Wellington Cheer and Dance program. Please contact Christina Reickel at [cheerwellington@aol.com](mailto:cheerwellington@aol.com). We look forward to hearing from you and appreciate your time.

Sincerely,  
Christina Reickel