



CAO ELITE
Allstar Cheer Program

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August 21, 2023
Samaria K. Smith
CAO Elite Allstars
91 Andrew Drive | Suite 200
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Dear Ms. Coe,

Our annual HBCU Cheer Combine recruitment event will take place December 16-17, 2023, at the Georgia International Convention Center in College Park, Georgia. This year's event spans two days with the recruitment combine occurring Saturday, December 16th beginning at 9:00 a.m. EDT and the collegiate cheer showcase on Sunday, December 17th beginning at 12:00 p.m. EDT. To host this very special event, we are looking to raise \$70,000.00.

We can't meet our goal without the help of companies like yours.

That's why I'm writing you. Would you consider making a donation of \$15,000.00 to help sponsor our event? By giving to CAO's HBCU Cheer Combine, you'll be able to help us provide traditionally underrepresented athletes the opportunity to pursue scholarship and recruitment opportunities in the sport of collegiate cheerleading.

In appreciation of your anticipated donation, we would like to offer you:

- (1) Two large retractable banners placed in high volume areas of the event
- (2) Posts to our social media pages and websites listing Double Good as a sponsor
- (3) Five athlete participant tickets (includes combine recruitment and showcase event entry)
- (4) Ten showcase spectator tickets (showcase event entry only)
- (5) Executive gift bags
- (6) Sponsorship support plaque
- (7) We're at your disposal! CAO's Elite cheerleader talent and brand ambassadors for one year (without any expectation of compensation)

We hope that we can count on your help to make this year's event one of our best yet!

To make your donation, please click on the link provided for you on our Double Good sponsorship proposal webpage.

Thank you in advance for your sponsorship! We also hope to see you at this year's event!

Sincerely,

Samaria K. Smith

Samaria K. Smith
Public Relations Director
CAO Elite Public Relations & Communication