



CAO ELITE
Allstar Cheer Program

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August 1, 2023

Dear Mrs. Carson,

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 am. EDT and the collegiate cheer showcase on Sunday, December 17th beginning at 12:00 pm. 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 Pepsi consider making a donation of \$40,000.00 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 Pepsi:

- (1) Two large retractable banners placed in high volume areas of the event;
- (2) Five athlete participant tickets (includes combine recruitment and showcase event entry);
- (3) Ten showcase spectator tickets (showcase event entry only);
- (4) Executive gift bags;
- (5) A sponsorship support plaque;
- (6) CAO "Thanks You" professional promotional video showcasing Pepsi's products.

We hope that we can count on Pepsi's 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 Pepsi sponsorship proposal web page.

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

Sincerely,

Samaria Smith

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