



2025: Bridging Excellence

Sponsorship Packet

Our mission is to bridge the gap between talented cheerleaders of color and HBCU Cheer programs to create UNSTOPPABLE teams that will dominate the sidelines & competition mats for years to come.



Our vision is to create unstoppable cheerleading teams that not only dominate the sidelines but also leave a lasting impact on competition mats while providing athletes a pathway to further their education at the illustrious educational institutions that are HBCU's.

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Dear Community Partner,

We are excited to invite you to the 4th Annual Cheer HBCU Combine, returning to Atlanta, GA in 2025! This one-of-a-kind event is dedicated to supporting talented cheerleaders of color by connecting them with Historically Black Colleges and Universities (HBCU's) and their cheer Programs.

Our mission is simple yet powerful: to eliminate the waste caused by the lack of access, knowledge, and connection. By bridging the gap between talented athletes and HBCU opportunities, we help build UNSTOPPABLE teams that dominate both the sidelines and competition mats - while ensuring athletes are supported academically, socially, and athletically.

In 2024, the Cheer HBCU Combine gained tremendous momentum, with nearly 10 sponsors, dozens of volunteers, and hundreds of community supporters. Together, we raised over \$5,000 to fund peer-centered support and structured athlete-led initiatives for under-resourced cheerleaders of color. Thanks to your generosity, our impact reached more athletes than ever before, provided resources, transportation, and mentorship opportunities that many would not have had otherwise.

This year, our goal is to raise \$15,000 to expand these life-changing opportunities. With your support, we can open even more doors for talented athletes of color - helping them access scholarships, pursue higher education, and represent HBCU cheer programs with excellence.



You can partner with us in several impactful ways:

- Become an event sponsor and showcase your brand's commitment to equality in cheer and education
- Make an in-kind donation to directly support the athletes and event operations.
- Purchase a table and join us at the combine and luncheon to celebrate these remarkable athletes with friends, colleagues, and family.

Attached you will find additional details about sponsorship levels, donation opportunities, and partnership benefits. If you and/or your company are interested in supporting this movement, please contact me at info@cheerhbcucombine.com or call (678) 593-5886.

Together, we can ensure that the 2025 Cheer HBCU Combine is our most impactful year yet - helping athletes of color reach their full potential and continue building the legacy of HBCU cheer.

With gratitude,

Toni Kendrick
Founding Director
Cheer HBCU Combine



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About



What is the Cheer HBCU Combine?

Cheer HBCUCombine powered by CAO Elite is an initiative that aims to bridge the gap between talented athletes and Historically Black Colleges and Universities (HBCU) Cheer programs. An event that was created to be beyond impactful!

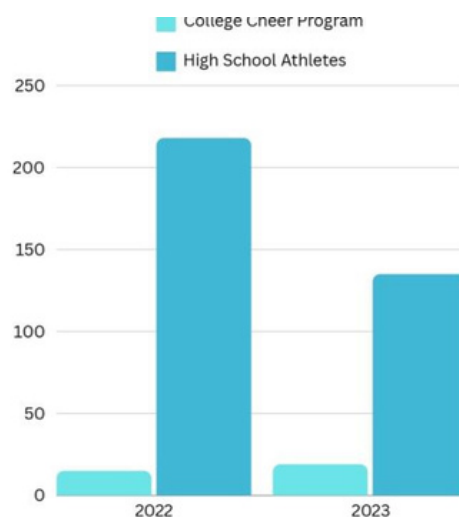
Our vision is to create unstoppable cheerleading teams that not only dominate the sidelines but also leave a lasting impact on competition mats while providing athletes a pathway to further their education at the illustrious educational institutions that are HBCU's.

Our Program

We are working to bridge the gap between talented cheerleaders of color and HBCU Cheer programs to create UNSTOPPABLE teams that will dominate the sidelines & competition mats for years to come. Too often are the years of skills building and dedication gone to waste as a result of lack of access, knowledge and connection. The HBCU Cheer Combine was created to eliminate that waste.



Total Programs by Years 2022-2023



In 2022, Cheer HBCU Combine gained **297** email subscribers and hosted **218** high school athletes & **15** college cheer programs.



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Levels

Event: Date: Sunday, December 14, 2025

Venue: Marriott Gateway Hotel

Goal: Raise \$15,000 to support The Cheer HBCU Combine

Join The 4th Annual CAO Elite Cheer HBCU Combine – an event that was created on three principles:

- Cultural Relevance & Education Access
- Empowering Future Leaders
- Building Stronger Teams

Enjoy watching athletes from all over showcasing their skills and enthusiasm for the sport they love while hearing stories of impact from the field, hosted by Cheer HBCU Combine program participants. Celebrate with community partners, donors, volunteers and friends of Cheer HBCU Combine who help inspire the next generation of cheerleaders!

The HBCU Cheer Combine Sponsorship Benefits	\$8,500 Platinum	\$5,500 Gold	\$2,000 Silver	\$1,000 Bronze
Exclusive Presenting Sponsor Event Recognition				
Premier Table at Event (includes 3 guest tickets)	•	•	•	•
Logo Recognition on Event Signage Logo Recognition on Event Program	•	•	•	•
Promotional Outreach				
Exclusive Facebook and Twitter Recognition Posts	•	•	•	
Exclusive Blog Posts on the Cheer HBCU Combine's Website	•	•		
Feature in E- -Newsletter	•	•		•
Logo Recognition in Pre-Event E-Blasts	•	•	•	•
Logo Recognition on the Cheer HBCU Combine's Site Home Page	•	•	•	
Name Recognition in the Cheer HBCU Combine's Annual Report	•	•	•	•
Inclusion in all public announcements to the press	•	•	•	•
Recognition on Event Invitation*	•	•	•	•
Tax Deduction	•	•	•	•

**Sponsor's name and logo will be included on the event invitation provided the sponsorship form attached is returned to the Cheer HBCU Combine at least 3 weeks prior to printing.*



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Sponsorship Levels Continued

Exclusive Presenting Sponsor - \$8,500

- Sponsor will be referred to as the official presenter of The Cheer HBCU Combine in all promotional and event materials.
- Sponsor will receive a premier table at The Cheer HBCU Combine event, including 10 guest tickets.
- Sponsor will be included in all general Cheer HBCU Combine social media posts as the presenting sponsor.
- Sponsor will receive 5 exclusive Facebook and Twitter posts.
- Sponsor will receive an exclusive blog post on The Cheer HBCU Combine's website.
- Sponsor will be featured in a quarterly e-newsletter read by more than 4,000 athletes' enthusiasts in Atlanta and nationwide.
- Sponsor name will appear in the title of all The Cheer HBCU Combine blasts as the presenting sponsor.
- Sponsor logo will be included in all The Cheer HBCU Combine e-blasts, with a link to the organization's website.
- Sponsor logo will appear on the homepage of The Cheer HBCU Combine website, with a link to the organization's website.
- Sponsor name will appear in The Cheer HBCU Combine 2025 Annual Report, received by 4,000 Cheer HBCU Combine supporters.
- Sponsor will be referred to as the presenting sponsor in all related press releases and media announcements.
- Sponsor name and logo will be included in the event invitation. *
- Sponsor logo will appear on event signage and event program.
- Sponsor has the opportunity to provide previously agreed upon signage to be displayed at The Cheer HBCU Combine.
- Sponsorship is tax-deductible to the fullest extent of the law.

Gold Sponsor - \$5,500

- Sponsor will receive a premier table at The Cheer HBCU Combine event, including 6 guest tickets.
- Sponsor will receive 5 exclusive Facebook and Twitter posts.
- Sponsor will receive an exclusive blog post on The Cheer HBCU Combine's website.
- Sponsor will be featured in a quarterly e-newsletter read by more than 4,000 Cheer HBCU Combine enthusiasts in Atlanta and nationwide.
- Sponsor logo will be included in all The Cheer HBCU Combine e-blasts, with a link to the organization's website.
- Sponsor logo will appear on the homepage of The Cheer HBCU Combine website, with a link to the organization's website.
- Sponsors name will appear in The Cheer HBCU Combine 2025 Annual Report, which is mailed and emailed to a total of 4,000 individuals.
- Sponsor will be referenced in all related press releases and media announcements.
- Sponsor's name and/or logo will be included in the event invitation. *
- Sponsor's logo will appear on event signage and event program.
- Sponsorship is tax-deductible to the fullest extent of the law.

Silver Sponsor - \$2,500

- Sponsor will receive a premier table at The Cheer HBCU Combine, including 4 guest tickets.
- Sponsor will receive 3 exclusive Facebook and Twitter posts.
- Sponsor logo will be included in all The Cheer HBCU Combine e-blasts, with a link to the organization's website.
- Sponsor logo will appear on the homepage of The Cheer HBCU Combine website, with a link to the organization's website.
- Sponsors name will appear in The Cheer HBCU Combine 2025 Annual Report, which is mailed and emailed to a total of 4,000 individuals.
- Sponsor will be referenced in all related press releases and media announcements.
- Sponsor's name and/or logo will be included in the event invitation. *
- Sponsor's logo will appear on event signage and event program.
- Sponsorship is tax-deductible to the fullest extent of the law.

Bronze Sponsor - \$1,000

- Sponsor will receive a premier table at The Cheer HBCU Combine event, including 2 guest tickets.
- Sponsor will receive 1 exclusive Facebook and Twitter post.
- Sponsor logo will be included in all The Cheer HBCU Combine e-blasts, with a link to the organization's website.
- Sponsors name will appear in The Cheer HBCU Combine 2025 Annual Report, which is mailed and emailed to a total of 4,000 individuals.
- Sponsor will be referenced in all related press releases and media announcements.
- Sponsor's name and/or logo will be included in the event invitation. *
- Sponsor's logo will appear on event signage and event program.
- Sponsorship is tax-deductible to the fullest extent of the law.

**Sponsor's name and logo will be included on the event invitation provided the sponsorship form attached is returned to the Cheer HBCU Combine at least 3 weeks prior to printing.*



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Sponsorship Form



Thank you for your interest in sponsoring the 4th Annual Cheer HBCU Combine event! Please complete and return this form to info@cheerhbcucombine.com. Your support will help build the skills and strengthen the Cheer HBCU programs for the talented cheerleaders of color in our community!

Sponsorship Levels

- ☐ I am interested in the Platinum Exclusive Presenting Sponsorship
- ☐ Gold Sponsorship --- \$5,500
- ☐ Silver Sponsorship --- \$2,500
- ☐ Bronze Sponsorship --- \$1,000

In-Kind Sponsorship

- ☐ I am a Gold, Silver, or Bronze level sponsor, and I would like _____ % of my sponsorship amount to come from a product donation. *(Please note up to 25% of your sponsorship may be in-kind to qualify at the selected sponsorship level.)*
- ☐ I am interested in donating an item to be provided to attendees (athletes and/or Collegiate programs) at the Cheer HBCU Combine. Please contact me with additional information regarding this opportunity.

Table Sponsorship

- ☐ Our organization is unable to commit to a sponsorship at this time, but would like to purchase a table for the event for \$500. Please note the table sponsorship provides complimentary entry for up to 3 employees.

Contact Information

Organization Name: _____

Organization Address: _____

Primary Contact Name: _____

Phone: _____ Email: _____

- ☐ A check made payable to the Cheer HBCU Combine for the entire sponsorship is enclosed.
- ☐ I would like to pay the sponsorship in monthly installments.
- ☐ Please invoice our organization.
- ☐ I have completed payment via the Cheer HBCU Combine website.