

# “TOUCHDOWN DRIVE!”

## 2017 Fundraising Opportunities

Each new football season brings a host of new memories for players, cheerleaders and volunteers, as we build towards a championship season. With that in mind the Carolina Crusaders want to make sure that we supply your children with the best possible overall experience. That begins with making sure that we have the best possible equipment, uniforms and facilities.

With each family’s help, we aren’t just supporting a single player – we’re supporting the entire Carolina Crusader family. Each person who shares the Crusaders “Touchdown Drive” experience can take pride in knowing that they are working to create a memorable season.

Participation in the “Touchdown Drive!” will consist of raising funds in one of the following ways with the opportunity to earn; some rewards:

- **Crusader Game Day Program Ad** (**BEST VALUE – Only Available until July 31st**) – Is there a friend or family member that would like to support you by placing an ad in the *Crusader Game day Program*? This could be a note of encouragement from a grandparent or an ad for the family or one of the many local businesses. (*This option expires on July 31<sup>st</sup> due to design and printing timelines*)
- **Corporate Sponsorships** – This is the fastest way to get to your fundraising goal! Know anyone who owns a small business? These type places love to support their community and their loyal customers! (*This option expires on July 31st due to design and printing timelines*)
- **Carwashes** – Dates to be announced

Early Bird registration and participation fees will be \$375.00 per player/cheerleader (\$75.00 registration fee + \$300.00 participation fee). **All fees MUST BE PAID IN FULL by July 1<sup>st</sup>!**

If paying in full after July 1<sup>st</sup>, standard registration and participation fee will be \$425.00 per player/cheerleader (\$75.00 registration fee + \$350.00 participation fee).

**Fees must be paid in full BEFORE equipment and uniforms are provided to player/cheerleader.**

If raising Touchdown Drive Funds, refunds will be provided up to the value of the participation fee paid per the earnings schedule if funds are received after payment of participation fees.

**All fees are non-refundable (except for participation fee reimbursement via fundraising policy).**

## ***Raising Funds:***

The following is the breakdown of your fundraising options and how you can have your season costs compensated using them.

<b>Item</b>	<b>Cost</b>	<b>Participant Earns</b>	<b>Earning %</b>
<b>Game Day Program Ad Space</b>			
Business Card Ad	\$30	<b>\$18</b>	60%
Half Page Ad	\$80	<b>\$48</b>	60%
Full Page Ad	\$150	<b>\$90</b>	60%
<b>Corporate Sponsorships Ad/Web</b>			
Bronze	\$250	<b>\$150</b>	60%
Silver	\$500	<b>\$300</b>	60%
Gold	\$750	<b>\$500</b>	60%
Platinum	\$1000	<b>\$600</b>	60%
2017 Corporate Sponsor	\$5000	<b>\$1500</b>	30%
<b>Carwashes</b>			
To Be Announced	TBD	Based on profit	TBD

Participant credits for sponsorships can only be applied to amount owed for participation costs (\$75 registration fee is not eligible for reimbursement). Earned leftover credits can be applied to other participants if so requested.

## ***Corporate Sponsorship's:***

**\$250 Bronze Level:** 1/4 page ad in season media guide, announcement spot at all Crusader home games, and a 300×100 banner on the carolinacrusaders.org sponsors page.

**\$500 Silver Level:** 1/2 page ad in season media guide, announcement spot at all Crusader home games, and a 600×160 banner on the carolinacrusaders.org sponsors page

**\$750 Gold Level:** Full page ad in season media guide, announcement spot at all Crusader home games, 600×300 banner on the carolinacrusaders.org sponsors page, and a small sponsorship banner displayed at each home game

**\$1000 Platinum Level:** Full page season media guide, announcement spot at all Crusader home games, full page banner on the carolinacrusaders.org, game day field and a large sponsorship banner displayed at each home game

**\$5000 Corporate Sponsor:** Cover page recognition and full page season media guide, announcer spot at all Crusader home games, full page banner on the carolinacrusaders.org, game day field and an extra-large sponsorship banner displayed at each home game

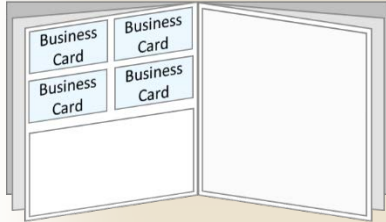


# Carolina Crusaders TOUCHDOWN DRIVE

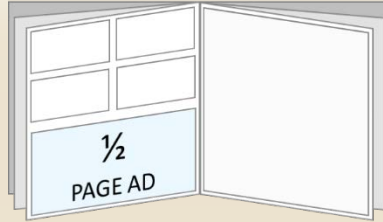
*"We would like to say thank you for supporting and making this a wonderful season for the boys and girls associated with the Carolina Crusaders. We are excited to have your support!"*

## Carolina Crusader Gameday Program Ad

Support your favorite Crusader with a note of encouragement or an ad for your business.



**BUSINESS CARD - 3" x 2.5" \$30.00**



**HALF PAGE - 8" x 5" -. \$80.00**



**FULL PAGE - 8" x 10.5" - \$150.00**

For Business Card and Half Page ad sizes a standard business card is acceptable. All personal or inspirational ads will be reviewed by the Carolina Crusaders board. Please submit a MS Word or PDF of any other type of ad or Full Page ad. Ads can also be emailed to [info@carolinacrusaders.org](mailto:info@carolinacrusaders.org) please ensure the player/cheerleader registration number is in the subject line. All ads will be printed grayscale.\*

## Carolina Crusader Team Sponsor Pack



**Bronze - \$250**

1/4 page ad in season media guide, announcer spot at all Crusader home games, and a 300x100 banner on the [carolinacrusaders.org](http://carolinacrusaders.org) sponsors page



**Silver - \$500**

1/2 page ad in season media guide, announcer spot at all Crusader home games, and a 600x160 banner on the [carolinacrusaders.org](http://carolinacrusaders.org) sponsors page



**Gold - \$750**

Full page ad in season media guide, announcer spot at all Crusader home games, 600x300 banner on the [carolinacrusaders.org](http://carolinacrusaders.org) sponsors page, and game day signage at the concession stand



**Platinum - \$1000**

Full page season media guide, announcer spot at all Crusader home games, full page banner on the [carolinacrusaders.org](http://carolinacrusaders.org), game field signage 3' x 5' vinyl banner

## Carolina Crusader Corporate Sponsorship \$5,000.00/Season

The Carolina Crusaders are looking for local businesses who are willing to be the team's corporate sponsor for the 2017 Football & Cheerleading Season. The team's corporate sponsor is entitled to all the benefits listed for Platinum Team Sponsor Pack + team program cover page recognition, free entry to all home games (up to 4 people per game) and invitation to end of season banquet as honored guests and special recognition.

\*It is the responsibility of the football player or cheerleader to submit all forms and artwork prior to the deadline

The Carolina Crusaders are a 501(c)(3) registered non-profit organization and Team Sponsor Pack Donations and Corporate Sponsorships are tax deductible.



# CAROLINA CRUSADER

## 2017 GAMEDAY PROGRAM AD INFORMATION



Name/Company of Sponsor:

Address:

Phone:

Email:

### Ad Options

*(See Touchdown Drive For Full Details)*

\_\_\_\_\_ Business Card \$30 (3" x 2-1/2")

\_\_\_\_\_ Bronze \$250 (1/4 Page + 300 x 100 Banner Ad)

\_\_\_\_\_ Half Page \$80 (8" x 5")

\_\_\_\_\_ Silver \$500 (1/2 Page + 600 x 160 Banner Ad)

\_\_\_\_\_ Full Page \$150 (8" x 10-1/2")

\_\_\_\_\_ Gold \$750 (Full Page + 600 x 300 Banner Ad)

\_\_\_\_\_ Platinum \$1000 (Full Page + Full Page Banner Ad)

\_\_\_\_\_ Corporate Sponsor \$5000 (Maximum Benefits)

### Art Work Options

\_\_\_\_\_ Attach Artwork

\_\_\_\_\_ Email Artwork

\_\_\_\_\_ Attach Business Card

\_\_\_\_\_ Text Only Ad

Message/ Shout Out for Ad (Please list text below)

### Payment Options:

\_\_\_\_\_ Cash:

\_\_\_\_\_ Online:

\_\_\_\_\_ Check:

\_\_\_\_\_ Total Due:

### Sponsored Player's Information:

Players Name:

Notes/Comments:

### Treasurer Use Only:

\_\_\_\_\_ Amount Recieved:

\_\_\_\_\_ Received By:

\_\_\_\_\_ Type Of Payment:

\_\_\_\_\_ Date:

Notes/Comments: