



28241 Crown Valley Parkway
Suite F, P.O. Box 316
Laguna Niguel, California 92677

Sponsorship Opportunities

The Aliso Niguel Pep Squad Booster Club is writing to you for your help in sponsoring our pep squad this year. The community is very proud of the Aliso Niguel High School having demonstrated excellence in both academics and athletics in receiving “The California Distinguished School”, and the coveted “New American High School” awards.

Pep squads have become far more than the cheerleaders of yesterday. Members must maintain a 2.5 GPA. Today, cheerleading and dance are emerging into very competitive sports with growing national and international participation. Aliso Niguel High School’s highly successful competition squads have place first or second in national competitions for the past seven years. Last year the cheer squad participated in and won its first international competition. In addition to outstanding athleticism, two-thirds of our Pep Squad members received awards and scholarships for their academic excellence. Pep squad has become an important activity that develops ethical and civic values including pride in community, teamwork, leadership, self-confidence and a sense of accomplishment.

State education budgets have been reduced to the point where programs such as the pep squads are no longer funded by the schools and must be 100% funded by sponsorship and fundraising. The annual operating budget for the pep squad is over \$300,000 a year and a new county imposed limit to the contributions made by the parents has left a significant shortfall. The booster club is asking the community to support these young student leaders by sponsoring these exciting teams. Additionally the Pep Squad Booster Club is a non-profit corporation; your sponsorship may be tax deductible. Our tax ID number is 33-649876.

As a sponsor the pep squad can offer the pride and satisfaction of helping the community in developing the future leaders of tomorrow and will receive the following advertising or public acknowledgement of the generosity and support for the Aliso Niguel High School pep squad.



I know that your company is very popular in our community and we believe we can offer several opportunities for you to promote your company's brand. For donations over \$1,000 the pep squad will place a 3'x5" banner with your company's name and logo displayed at all home football, basketball games as well as all events held in the gymnasium, such as cheerleading competitions and gymnastics. The football stadium holds over 3,000 people for the five home games and the gymnasium holds over 1,000 people for ten home games. These venues provide over 20,000 viewers with these events alone.

For special donations over \$3,000 the pep squad will throw out 20 spirit tee shirts with ANHS artwork and your company's name and logo at each of the 15 games for a total of 300 shirts. These tee shirts are also very popular spirit items.

For donations over \$500 the pep squad will display your company's name on a shared banner with a maximum of six sponsor's names at home football, basketball games and pep squad competitions. For donations over \$250 the pep squad will display your company's name on a shared banner with a maximum of twelve sponsor's names at home football, basketball games and pep squad competitions.

Any level sponsorship is greatly appreciated and all sponsorships also include website advertisement on the Aliso Niguel High School Booster club website and participation in the pep squad's Support The Sponsor program. Although we have wonderful opportunities to showcase your business to this very affluent neighborhood in the best possible light, the sponsorship committee is always very flexible in working with sponsors to find additional sponsorship ideas that can help both the Aliso Niguel High School Pep Squad and the sponsor.

We thank you for your generous support and your valuable time.

Gratefully and Cheerfully,

Sponsorship Committee