



KC Cheer
Booster Club

Purpose

The KC Cheer Booster club helps to support the gym and to help athletes and their families raise funds to offset competition entry fees and travel expenses.



Board Members (volunteers 😊)

- Joslyn Dawson
 - President
- Kristin Drussel
 - Vice President
- **Carla Meyer**
 - Marketing/Shining Stars
- Mary Lewis
 - Treasurer
- Addison Wright
- Darcy Weaver



Booster Club Responsibilities

- Fundraising – scheduling, announcing and tracking
- Shining Stars Sponsorship Program
- Fun Gym Wide Events
- SWAG fundraising and budgets
- Purchase equipment for gym
- Banquet
- Yearbooks
- Administration



Fundraising Opportunities

- Individual
 - Majority of the fundraisers
 - Individual earns a percentage of what you sell
- Team
 - Team earns the money for team only activities (i.e. bonding, etc.)
- Shining Stars Sponsorships
 - Typically companies owned by the athlete's family
 - 80% athlete account
 - 20% benefits all booster club athletes



Individual Fundraising Opportunities

These opportunities benefit only the individuals that participate.

- Trash Bags – high quality trash bags in a variety of sizes
- Gift Card Raffle – tickets to win a stack of gift cards
- Football Mania – chances to win for the 18 week NFL season
- Superbowl squares – fun chances to win during the big game
- Egg my yard – providing Easter eggs
- Social postings – asking friends for support
- Friends and Family For the Youth – non-profit organization that allows us to raise money by staffing different venues
 - Individual sign up
 - Website: <https://4theyouth.net/>
 - Training is required before volunteering – information is on the website



22-23 Fundraising Results

- Gift Card Raffle
 - \$12,935 Profit
 - 50 (18%) athletes
 - \$1,320 highest profit
 - \$231 average profit
 - Trash Bags
 - \$6,804 Profit
 - 78 (28%) athletes
 - \$504 highest profit
 - \$87 average profit
 - Football Mania
 - \$3,704 Profit
 - 24 (9%) athletes
 - \$280 highest profit
 - \$131 average profit
 - Superbowl Squares
 - \$1,200 Profit
 - 31 (11%) athletes
 - \$252 highest profit
 - \$66 average profit
 - Pretzels
 - \$830 Profit
 - 20 (7%) athletes
 - \$160 highest profit
 - \$42 average profit
 - Social Media
 - \$2,715 Profit
 - 15 (5%) athletes
 - \$435 highest profit
 - \$160 average profit
 - Egg Your Yard
 - \$2,000 Profit
 - 6 (<1%) athletes
 - \$600 highest profit
 - \$250 average profit
- Averages for the year
 - \$30k Profit
 - 10-15% participation



Team Fundraising Opportunities

These opportunities benefit the entire team.

- **SWAG** – pizza fundraiser and donations
- **Be Fearless for a day** – cheer camp with the ladies of Fearless
- **Fierce Five Clinic** – cheer clinic with Fierce Five athletes
- **Variety of Summit/Worlds Team Fundraisers**



22-23 Fundraising Results

SWAG = "Stuff We All Get"

- SWAG Pizza Sales

Total Income	\$6,083
# of Athletes	53
Participation	18%

- SWAG Buyout

Total Income	\$ 5,422
# of Athletes	117
Participation	40%

- SWAG BC Fee Allocation

Total Income	\$ 6,900
# of Athletes	293
Participation	100%

\$18,406 Total

SWAG



Shining Stars



KC Cheer is the longest running, most successful cheerleading program in the Kansas City Metro area. Come join us and become part of the best of the Midwest by choosing the sponsorship level that's right for you or your business.

The KC Cheer Shining Stars offers the following sponsorship opportunities:

Grand Champions: \$5,000+

- Team T-shirt: Logo on all team t-shirt
- Gym Banner: Logo on gym banner
- KCCheer.com: Logo (with link) on KC Cheer website
- Social Media: Featured in 4 posts on KC Cheer accounts
- Gym Yearbook: Full page Ad in KC Cheer yearbook
- Gym Email: Dedicated email to KC Cheer parents/families
- KC Cheer Spirit Spectacular: Table or display at event
- Celebration of the Stars: 4 VIP tickets
- Year In Review: Logo inclusion in end of season video

Platinum Stars: \$2,000+

- Gym T-shirt: Name listed on all gym t-shirt
- Gym Banner: Logo on gym banner
- KCCheer.com: Logo (with link) on KC Cheer website
- Social Media: Featured in 2 posts on KC Cheer accounts
- Gym Yearbook: Full page Ad in KC Cheer yearbook
- Gym Email: Included in email to KC Cheer parents/families
- KC Cheer Spirit Spectacular: Table or display at event
- Celebration of the Stars: 2 VIP tickets
- Year In Review: Logo inclusion in end of season video

Gold Stars: \$1,000 - \$1,999

- Gym T-shirt: Name listed on all gym t-shirt
- Gym Banner: Name listed on gym banner
- KCCheer.com: Logo (with link) on KC Cheer website
- Gym Yearbook: Half page Ad in KC Cheer yearbook
- Gym Email: Dedicated email to KC Cheer parents/families
- Year In Review: Logo inclusion in end of season video

Silver Stars: \$500 - \$999

- Gym T-shirt: Name listed on all gym t-shirt
- Gym Banner: Name listed on gym banner

Sponsors may choose to sponsor an individual athlete, team or donate to a general sponsorship fund that will be distributed to all KC Cheer athletes equally for competition and travel related fees. If you choose to sponsor an individual athlete, 20% of the funds will be allocated to the General Fund while 80% will go to the athlete(s) of your choice.

Questions: Please email us: headstarclub@kccheer.com

22-23 Fundraising Results

Shining Stars Sponsorship Program

17 Sponsors:

- Complete Legal
- Rainmaker Dots
- Respective Wealth, Ameriprise Financial
- Bray Law Offices
- CrownCFO
- Ducks Carpet Cleaning
- The Golconda Group
- Drew's Diesel
- CM Electric
- Berkshire Hathaway Dowell Family Team
- Athleta
- CSW Home Concepts, LLC
- Flutterhabit
- Darcy Weaver Photography
- Circle Surrogacy
- AllStar Chiropractic
- Summit Lawn & Landscape

\$24,300 Total

\$18,520 athlete specific

\$5,780 Booster Club



22-23 Booster Club Support

Thank you to our members and our sponsorships! The Booster Club was able to support our athletes by purchasing the following items for the gym:

- Baseball jerseys used as warm-ups
- 8 different sized mats, including a brand new crash mat for the tumble track
- Stall bars – used for certain strength and stretching exercises
- Industrial size vacuum
- Cowbells to cheer loud at competitions
- Cubbies and hooks
- 2 lobby benches
- Defibrillator box for quick and easy access
- Easels



Booster Club Dues

	<i>Limited</i>			
	<i>All-Star</i>	<i>Travel</i>	<i>Tiny</i>	<i>1/2 Year</i>
	<i>Athlete*</i>	<i>Athlete*</i>	<i>Athlete</i>	<i>Athlete</i>
<i>Team Bonding</i>	\$ 25	\$ 25	\$ 15	\$ 15
<i>Team Shirts/Jerseys</i>	\$ 32	\$ 32	\$ 32	\$ 32
<i>Events</i>	\$ 10	\$ 10	\$ 10	\$ 10
<i>Administrative Expenses</i>	\$ 23	\$ 23	\$ 23	\$ 23
<i>Banquet/End of Year Celebration</i>	\$ 45	\$ 45	\$ 45	\$ 20
<i>Gym Equipment & Upkeep</i>	\$ 40	\$ 40	\$ -	\$ -
<i>Total</i>	<u>\$ 175</u>	<u>\$ 175</u>	<u>\$ 125</u>	<u>\$ 100</u>

**Additional athlete \$150*

***No discounts on additional athletes for tiny or half year*

- Multiple athlete family discounts for All-Star and Limited Travel only
- These fees do NOT increase your individual booster club account
- Venmo preferred @KCCheer-BoosterClub – please label all payments
 - Do not select “for goods and services” as this takes a fee out – 4-digit code is 2371 (if needed)



Individual Booster Club Account

This account increases when you do any individual fundraising events.

CAN USE YOUR FUNDS

- Uniforms/practice wear
- Pro-Shop Apparel
- Competition fees
- Travel fees
- Banquet guests
- Yearbook

CANNOT USE YOUR FUNDS

- Monthly tuition
- Classes
- Private lessons

*Booster Club dues do NOT go into your booster club account

**To use earned funds or know your fund balance, please email Mary Lewis at mary@kccheer.com –
For privacy reasons, people on the booster club do not have access to your account.



Team Communications

- KC Cheer website – this should have all the information you need for competitions/travel/Booster Club updates/coaches email addresses/etc
- **BAND** – an app for your phone to assist team parents with communications specific to your team
 - Team Parents will post announcements, primarily referring to the KC Cheer website
 - Comments will be turned off for everyone else; however, you can still start a “chat” in the chat section of the app
 - Chats and postings need to be specific to cheer logistics (i.e. – not dinner plans, no issues or concerns, etc)
 - Make sure you turn on notifications for BAND “POSTS” – here is a YouTube video to show you how to turn on/off certain notifications: [BAND Notifications Settings](#)



Coach Communications

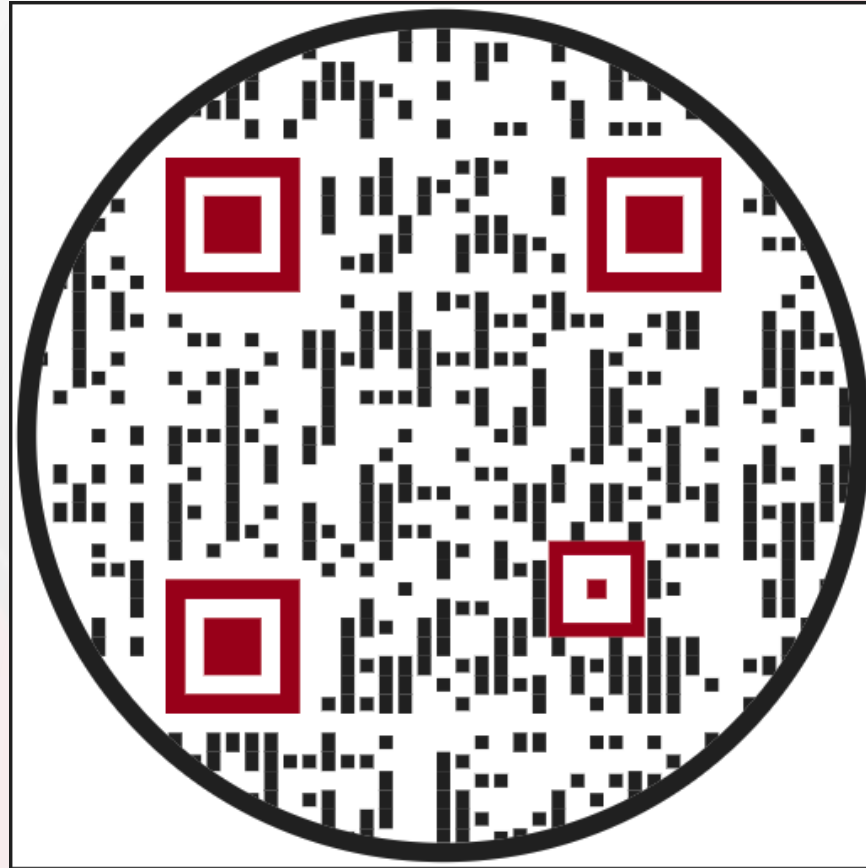
Email only – do not message in BAND

All coaches' emails are on the KC Cheer website



Booster Club Contract

- All athletes must complete this form
- Multiple athlete family – Please fill out this form for EACH athlete



Questions???

- Visit our website at www.kccheer.com and click on Booster Club
- Look for recent booster club emails, Band communications, or follow us on Instagram and Facebook - @kccheerboosterclub
- Email the booster club boosterclub@kccheer.com
- Ask a booster club member

