McNeil High School Cheerleaders

Spirit Book/Football Program Fundraiser

Please make checks payable to:
MHS Cheer Booster Club
c/o Fundraising
PO BOX 170806, Austin, TX 78717

Dear Sponsor:

We are currently seeking individuals & businesses as partners in education for the 2019-2020 school year. The cheerleaders build school spirit and loyalty, assist McNeil and community organizations, and encourage high morals and standards among its members; objectives that will prepare them for the future. We appreciate your enthusiasm and generosity.

Please indicate below which sponsor level best suits you, NO POLITICAL ADS MAY BE PLACED.

❑	**COPPER**	**$50**	Your name will be listed in the Spirit Book
❑	**BRONZE**	**$100**	Your name will be listed in the Spirit Book and a photo of the cheer team
❑	**SILVER**	**$150**	¼ page black & white ad (approx. 3.75" w x 5" h) in the Spirit Book
❑	**GOLD**	**$250**	½ page black & white ad (approx. 7.5" w x 5" h) in the Spirit Book
❑	**PLATINUM**	**$400**	Full-page black & white ad (approx. 7.5" w x 10" h) in the Spirit Book, special placement on our website, and a sponsor plaque with a photo of the squad, if requested.

□ All sponsorship ads listed **above** will be placed in random order throughout the program.

PREMIUM SPONSORSHIPS

❑	**FRONT COVER**	**$2,000**	The Cover Sponsor ad will be at the discretion of the designer. Our ad photography will incorporate the sponsors business and include the senior cheerleaders and football players. Also included is a full page ad on the inside of the book. The Cover Sponsor will be announced at all the home football games and featured on the cheer website!
❑	**BAG SPONSOR**	**$1,000**	Your logo will accompany the MHS Cheer logo as "Proudly Sponsored by" printed on the Front of a premium re-useable bag with which each Spirit Book will be distributed in.
❑	**BACK COVER**	**$1,000**	Full page color ad on the outside back cover
❑	**PREMIUM**	**$600**	Full-page color ad on the inside front cover or facing page, or inside back cover.
❑	**PLATINUM PLUS**	**$500**	Full-page color ads after page 1, or any other place near the front/back of the book.

☐ Please check here if you'd like a sponsorship plaque.

□ All Premium Sponsors will receive special placement on our website, and a sponsor plaque with a photo of the squad, if requested.

□ Premium Sponsorship placements are based on the date the paid sponsorship is received. Previous Premium Sponsors have first rights to secure the same placement from the prior year.

Name of the Cheerleader you are sponsoring: _____

_____ _____ $_____

Business Name (as you would like it featured on Sponsor Page) Date Signed Amount Enclosed

_____

Contact Name & Phone Number

_____

Email Address

Camera ready business ads should accompany this form. All camera-ready ads must be submitted in **PDF format**. Artwork, logo and payment must be submitted by August 2, 2019 to appear in the McNeil Spirit Book. Questions? Please contact spiritbook@mcneilcheer.com with any questions or concerns.

May 2019