



DATE: January 20, 2023

TO: Norton Shores Little Cheers and Poms Program Sponsors

FROM: Chase Klairter  
Parks & Recreation Coordinator

SUBJECT: Little Cheers and Poms Sponsorship Program

The Norton Shores Parks & Recreation Department has been grateful for your support in the past of our Little Cheers and Poms program. We are happy to be able to continue to offer youth cheerleading to the community at a reasonable cost and you, as a sponsor, play an important part in helping us keep the program going year after year.

We are asking for a \$200.00 donation from each sponsor that will be used specifically for uniforms and trophies for each cheerleader. Once again, we will be providing each cheerleader with a uniform this season that will be theirs to keep, which will enable the cheerleaders on your company-sponsored team to wear their uniforms (with your company logos prominently displayed!) around town all year round.

At this time, we're asking for a commitment on your part for continued participation in our sponsorship program. Please complete the enclosed sponsorship and mail to the City of Norton Shores Parks & Recreation Department, 4814 Henry St., Norton Shores, MI 49441 (or fax to the Parks Dept. at 231-798-4680.) Please include a method of payment with the form.

Any questions or concerns, please call me at the Recreation Office (231-799-6802).

Thanks!

**Don't forget, as an advertising expense, the cost of sponsoring is tax deductible!**



**Norton Shores Little Cheers and Poms Program Sponsorship  
2023 - 2024 Season**

\_\_\_\_\_ Yes, count me in as a continuing sponsor for the Norton Shores Little Cheers and Poms Program.

\_\_\_\_\_ No, we will be unable to continue our sponsorship at this time.

Company Name \_\_\_\_\_

Name of Company Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_

Logo: Use same logo as last year \_\_\_\_\_

I will provide a new logo \_\_\_\_\_

**(If new, e-mail digital logo to [cklairter@nortonshores.org](mailto:cklairter@nortonshores.org))**

\_\_\_\_\_  
Signature of Company Representative

\_\_\_\_\_  
Date