



Dear Community Member,

Today cheerleading is recognized as a sport in many states. These athletes compete nationally and spend numerous hours each week training to get and stay at the top of their sport, much the same as competitive gymnasts. Today's competitive cheerleaders must be skilled gymnasts and perform acrobatic feats that require extreme flexibility, strength and agility. These athletes condition their bodies and minds as well as learn how to function in a team environment utilizing positive sportsmanship and discipline.

Our athletes are comprised from over 20 different public and private schools within the Kansas City metro area and range in age from 5 to 18 years old. Destiny Cheer squads begin their training in May and their competitive season runs from November through April.

Destiny Cheer is not affiliated with any school and receives no funding to assist in their competitive endeavors. Though Destiny Cheer works very hard to try to make their All-Star program affordable for everyone, it is still expensive. Individual families must pay for training, competition fees, uniforms, travel, lodging, etc. While our sport is expensive, how can you place a value on something that keeps our young people working hard, focusing on positive goals, learning positive life lessons and at the same time keeps them off the couch and off the street?

Destiny Cheer represents our state across the country in a very positive way. We have designed a program that helps area businesses and residents to support the progress of the Destiny Cheer All-Stars through the Sponsorship Program. The program allows sponsors to offset the cost to individual participants while advertising to the many people who attend and support Destiny Cheer.

Please consider sponsoring one of our cheerleaders to help them participate in a sport they love and helps promote a healthy lifestyle. We have several sponsorship packages for you to choose from. Though we realize you cannot write this money off as a donation, you can certainly write it off as an advertising expense. Destiny Cheer athletes and their families look forward to supporting our sponsors. Thank you in advance for considering a sponsorship of one of our athletes.

To begin your sponsorship, complete and return the attached form. You may give it back to the individual cheerleader or mail it in. Make checks payable to Destiny Cheer Parent Group.

Thank you in advance for your generous support.

Sincerely,

Andrew Dyerson
CEO, Destiny Cheer LLC

Did you know?

Students involved in after-school activities are:

- 57% less likely to drop out of school*
- 49% less likely to engage in substance abuse*
- 37% less likely to become teen parents*