



Dear Friend of Herndon Youth,

The Herndon Optimist Youth Cheerleading (HOYC) program is actively preparing for the upcoming season and needs your help to make this yet another successful one. In order for HOYC to be successful, we need sponsors like you to support our cheerleading program. By becoming a sponsor, you will allow HOYC to provide a low cost, recreational program to the youth of Herndon. Your sponsorship helps to minimize the cost of uniforms, equipment, and registration fees as well as provide scholarships to those that need them in the Herndon area. **This season we are specifically focusing on raising enough funds to purchase new wind suits for our cheerleaders. So, please sponsor HOYC and assist the cheerleaders with getting new uniforms!**

We are currently seeking sponsors of all levels. Attached you will find a listing of our sponsorship levels and the benefits available at each. Please review the listing to determine how you can best help the youth of Herndon. We appreciate any donation you may be able to provide.

HOYC supports the Herndon Optimist Youth Football (HOYF) program by cheering at games. HOYC and HOYF are members of the Fairfax County Youth Football League (FCYFL). The FCYFL consists of football clubs from Fairfax County, Arlington County, Alexandria, and northern Prince William County. The league was founded during the 1960's and Herndon Optimist Youth Football was one of the original members of the league. HOYC is open to all youth living in or around Herndon, ages 5 – 15.

HOYC is an all-volunteer organization. Our Coaches, Board Members and Parent Volunteers donate an enormous amount of time and energy in support of the cheerleading program. By becoming a sponsor, you let these dedicated volunteers know they have the support of the community while helping the youth of Herndon. HOYC's mission is to teach cheerleading skills while emphasizing safety, leadership, team work, self respect and discipline.

You can help make a difference, please consider becoming a sponsor. If you would like to become a sponsor of HOYC, please complete the enclosed sponsorship agreement. Sponsorship forms should be returned by August 31<sup>st</sup> to ensure you receive all of the benefits outlined.

Please feel free to contact me with any comments or questions. Thank you in advance for your consideration.

Regards,

Alicia Amico  
HOYC Commissioner  
412-720-7898  
Alicia1234@gmail.com



**Sponsor Information**

Business/Organization Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsorship Level:**

Please indicate your sponsorship type and level of support:

- League Sponsor
- Team Sponsor – Team Coach or Child’s Name on Team: \_\_\_\_\_

\_\_\_\_\_ \$150.00 Player Club

\_\_\_\_\_ \$300.00 Cheer Club

\_\_\_\_\_ \$500.00 Coaches Club

\_\_\_\_\_ \$1,000.00 Hornet Club

**Benefits:**

All HOYC sponsors receive name recognition on our HOYC website and league banner used during the Herndon High School Homecoming Parade.

In addition, to the above benefits, Cheer Club sponsors will have their logo imprinted on a “sponsor” t-shirt given to each cheerleader at the end of the season. This is great advertising for your company as the cheerleaders and coaches wear these t-shirts in and around Herndon.

Team sponsors at any of the sponsorship levels above receive a plaque with a picture of their sponsored team.

If you would like your company’s URL link and logo included on our HOYC website sponsors page, please email your company’s URL link and logo (in JPEG format) to Alicia Amico at alicia1234@gmail.com.

**Payment Instructions:**

Please make checks payable to **Herndon Optimist Youth Cheerleading (HOYC)**. Please send this completed information sheet along with your donation check to:

**Herndon Optimist Youth Cheerleading (HOYC)**  
**c/o Alicia Amico**  
**PO Box 1595**  
**Herndon, VA 20172**

For tax donation purposes, the Herndon Optimist Club’s Tax ID is 54-6056468