



Rocket City Stars Theater On Ice

Sponsorship Proposal

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Executive Summary

Figure skating on any competitive level is largely an individual sport, requiring focus, dedication and intense training. While there are many benefits to individual sports, skaters often miss out on the impact team sports have on adolescents. The benefits of team sports are clear. LiveStrong organization states that the benefits of team sports are academic, social, emotional and physical and that these benefits are long-term. Participants in youth team sports, specifically those in middle school, do significantly better academically, learn teamwork and persistence, improves motor skills, and increase fitness both in the short term and the long term, helping to decrease susceptibility to things such as obesity, heart disease and high blood pressure.

A study published in the Open Access Journal of Sports Medicine asserts that organized sports suffer an attrition rate of 70%-80% by age 15. Many skaters tend to stop skating around middle school, as other demands and a lack of sense of accomplishment become prevalent. Only the truly competitive skater survives the shift from Basic Skills classes to high levels of individual skating. Figure skating teams provide another outlet for skaters who may not have a future in an individual competitive environment to grow their skills and feel a sense of accomplishment as a team rather than as an individual. It also allows them to compete on a national stage, which is only available to the truly competitive individual skater. The cost of national competition on an individual level is out of reach for many skaters. In addition, an article published in Psychology Today, asserts that the intensity of participation in youth sports is key to allowing athletes to truly achieve the benefits of sports. These benefits include a continuity of commitment and an understanding of balance in life, which lead the athlete to overcome challenges and obstacle and to truly understand how to work with others. This article also states that there have been numerous studies that show that sports increase a youth's ability to do well academically and increase the opportunities of employment in later life

Statement of Need

The Rocket City Stars Theater On Ice team is in need of a corporate sponsor to provide equipment, training and other necessary items for the 2016-2017 Competitive year. Participation in the team requires that a skater still maintain lessons and growth individually. Many families are paying \$500 or more a month for individual lessons. The burden of the team is often more than families can handle. A sponsorship would allow skaters to capitalize on the benefits of team sports in an environment that traditionally only allows for growth individually. We are asking for help in raising the \$26,942 needed for a 12-person team to succeed. A donation of all or part of this cost would help our team develop and grow and give our skaters all the opportunities and benefits of team sports.

Program Description

Our skaters require twice weekly on-ice lessons, as well as an hour off-ice for 10 months. This past year, our skaters participated once a week for only 10 weeks and were able to secure a 13th place finish out of 22 teams nationally. We believe the increase of weekly lessons over a longer period of time will allow the skaters to place higher. This money will also allow us to compete in more competitions.

Success for the upcoming season makes it essential that we retain our current coaching staff. This year, they worked either for free, or for a negligible percentage of their current rate. They will not be able to do so in the upcoming season. In addition, there were many hidden costs that most parents will just not be able to endure for the duration of the coming year, affecting the participation and recruitment of key members.

Goals and Objectives

Our goals for the upcoming year are to participate in two major competitions, to include the 2017 National Theater On Ice competition in Evansville, Indiana. The other competition will be determined at a later date. Most competitions are 10 or more hours away, requiring a greater financial commitment than most families can endure. We aim for a top 10 place finish in our upcoming season. We have the talent of skaters and coaching staff, but need the funding and support to capitalize on those resources.

Timeline

February 6	<i>First Practice</i>
March 4	<i>Blades in Decatur</i>
March 25	<i>Rocket City Junior Classic</i>
April	<i>Blades in Bama</i>
June 2-4	<i>First competition (TBD)</i>
June 20-25	<i>National TOI Competition</i>

Budget

Our total cost for 12 skaters is \$26,942. This is \$2,245 per skater. Most skaters are already paying in excess of \$3,500 per year for the individual training required to participate on the team.

Estimated Budget (February, 2017—June, 2017)

	Budget	Type of Cost	Cost Per Skater (12 skaters)
Coaching and Ice:			
Executive Coach	\$2,300	Fixed	\$192
Additional Coach	\$2,300	Fixed	\$192
Ice Time	\$5,632	Fixed	\$470
Registration	\$1,200	Per Skater	\$100
<i>Total Coaching and Ice</i>	<i>\$11,432</i>		<i>\$953</i>
Competition Costs			
Short Program Outfit	\$960	<i>Per Skater</i>	<i>\$80</i>
Freestyle Costume	\$1,800	<i>Per Skater</i>	<i>\$150</i>
Props	\$1,500	<i>Fixed</i>	<i>\$100</i>
Makeup	\$750	<i>Fixed</i>	<i>\$50</i>
Entry Fees	\$1,500	<i>Fixed</i>	<i>\$100</i>
<i>Total Competition Costs</i>	<i>\$6,510</i>		<i>\$480</i>
Travel Costs			
Bus to Competition 1	\$5000	<i>Fixed</i>	<i>\$333</i>
Bus to Nationals	\$4000	<i>Fixed</i>	<i>\$267</i>
<i>Total Travel Costs</i>	<i>\$9,000</i>		<i>\$600</i>
Total Yearly costs	\$26,942		\$2,245

Levels of Sponsorship

	Sponsorship	Total Cost	Cost Per Skater (12 skaters)
Platinum Level	Complete Sponsorship	\$26,942	\$2,245
Gold Level	Coaching and Ice	\$11,432	\$953
Silver Level	Competition Costs	\$6510	\$480
Bronze Level	Competition Entry Fees	\$1500	\$125

Organizational Information

The Rocket City Stars Theater On Ice team operates under the umbrella of the Skating Club of Huntsville, a local athletic organization. RCS will maintain a separate bank account, managed by no less than two adults associated with the team. The team will have a representative on the Skating Club of Huntsville Board of Directors and will report to that group on a monthly basis. The team leadership shall consist of a Team Manager, Team Assistant Manager, Treasurer and Coaching Liaison. They shall meet no less than quarterly to discuss team issues and events.