

MCDA

CHAMPIONSHIPS

JOURNEY
CHAMPIONSHIPS

SPRINT
CHAMPIONSHIPS

TRANSCEND

Dear Prospective Sponsor,

Established in 2004, Midwest Cheer and Dance Championships (MCDA) stands as a distinguished independent event producer within the cheer industry. We cordially invite your esteemed organization to consider partnering with us as a sponsor. At MCDA, we remain steadfast in our commitment to delivering exceptional cheer and dance competitions of the highest caliber across the United States.

Our events bring between 2,000 to 8,000 athletes, coaches, and spectators, with each also being live streamed, reaching an average audience of 300 individuals. The dedication and effort invested by both coaches and athletes to reach competitive levels are paramount. With your invaluable support, we aspire to maintain the exceptional standards that they rightfully deserve.

As a sponsor, your esteemed company will be prominently recognized for its contribution to enabling athletes' continued participation in the competitions they eagerly anticipate throughout the year.

Should this opportunity align with your organization's objectives, we kindly invite you to click on the link below to complete the associated form. Following your submission, a representative from our team will promptly reach out to confirm the details. For any queries or further assistance, please do not hesitate to contact..

Thank you for considering this partnership opportunity. We eagerly anticipate the possibility of working with your esteemed organization.

Best Regards,

The MCDA Brands Team

[Fill out the form here](#)

MCDA BRANDS – SPONSORSHIP PROGRAM

	PER EVENT	FULL SEASON
DIAMOND	\$5,000	\$25,000
RUBY	\$2,500	\$13,000
SAPPHIRE	\$1,000	\$5,000

DIAMOND

PROMO MATERIALS

Your company will be able to provide promo material that you wish to be given to the Coaches & Athletes at the Event(s).

POP UP BANNER

Banner will be placed at the main entrance of the venue. Your company will provide verbiage, images, logos, links, QR Codes, and any info that you wish to have displayed on the pop up. – *Pop Up Banner size: 33x79"*

COMMERCIALS

Commercials will be played on eCheer(Live Stream) & LED Screens at the event. Three commercials that are up to a minute long will be played 5 times throughout the event(15 times).

WEBSITE

Your Company logo with a link to the website will be displayed on our website. – *Logo size: 250px wide.*

RUBY

PROMO MATERIALS

Your company will be able to provide promo material that you wish to be given to the Coaches & Athletes at the Event(s).

COMMERCIALS

1 Commercial will be played 5 times throughout the event(s). The commercial can be up to 45 seconds long.

WEBSITE

Your Company logo with a link to the website will be displayed on our website. – *Logo size: 150px wide.*

SAPPHIRE

PROMO MATERIALS

Your company will be able to provide promo material that you wish to be given to the Coaches & Athletes at the Event(s).

WEBSITE

Your Company logo with a link to the website will be displayed on our website. – *Logo size: 100px wide.*

WHAT DO OUR EVENTS LOOK LIKE?

Below are some examples of our events. As we anticipate the upcoming season, an evolution of our event setup will be getting an upgrade. While some event(s) will remain the same as the photos, others are slated for the upgrades, featuring elevated production standards and a heightened incorporation of LED screen.

