



REQUEST FOR PROPOSAL (RFP)

I. INTRODUCTION:

The International Cheer Union (ICU) is recognized by the International Olympic Committee as the World Governing Body for Cheerleading. The ICU is seeking proposals from interested sponsors to form a strategic partnership aimed at supporting and enhancing the global development of cheerleading through the ICU and its significant assets and affiliation with its 121 national federation members around the world. This partnership will involve both a financial contribution, as well as the leveraging of other assets the prospective sponsor can provide to assist the ICU in achieving its mission.

II. BACKGROUND:

The ICU is committed to promoting and advancing cheerleading around the world. To ensure the success and growth of our sport we are looking for sponsors who share our vision and values.

III. SCOPE OF SPONSORSHIP:

The ICU is the leading entity spearheading the growth of our sport and ensuring that opportunities to participate are available to young athletes in all countries. The selected sponsor(s) will be expected to provide both cash support as well as offer support and services the sponsor is positioned to provide. The sponsorship will cover a specific term, with opportunities for renewal and expansion based on performance and mutual agreement.

IV. DESIRED SPONSORSHIP ELEMENTS:

- A. **Cash Contribution:** The sponsor will make a financial contribution to the ICU, which will directly support the Championship Events conducted by the ICU as well as the Annual General Meeting of the ICU and its international federation located in Memphis, Tennessee, USA. The cash amount and payment schedule will be negotiated during the partnership discussions.
- B. **Possible Additional Support and Services:** The sponsor will provide assets it can leverage to assist the ICU in achieving its mission. This could include access to competition venues, support personnel, merchandise to sell at events and online, media coverage, etc.

V. BENEFITS OF SPONSORSHIP:

In return for the sponsorship, the selected partner(s) will receive a range of benefits, including but not limited to:

- Brand exposure through ICU's official communications, website, social media platforms and championship events
- Recognition as the official _____ and _____ sponsor of the International Cheer Union
- Exclusive access to ICU Championship competitions, and engagement opportunities
- Opportunities for co-branded marketing and promotional initiatives
- Alignment with a prestigious organization and the chance to contribute to the growth of cheerleading around the world
- Opportunity to use materials to promote the sponsorship of ICU
- Certain hospitality benefits at competition controlled by ICU

VI. PROPOSAL SUBMISSION REQUIREMENTS:

Interested parties are requested to submit a comprehensive proposal that includes the following information:

- Brief overview of the sponsoring organization, including mission, values, and relevant experience in sports sponsorships
- Proposed cash contribution and breakdown of financial commitment
- Description of other support and services to be provided. This may include things like venues, support personnel, media coverage, digital promotion of the ICU, merchandise, other common sponsor connections, and whatever assets the sponsor can bring to the partnership
- Brief outline of activation plans to maximize the partnership's impact and reach
- Timeline for implementation, including key milestones and deliverables
- Outline of any additional benefits or initiatives to enhance the partnership
- References or case studies from previous sponsorships, if applicable.

VII. SUBMISSION PROCESS:

All proposals must be submitted electronically to Karl Olson at karl@cheerunion.org.

VIII. EVALUATION PROCESS:

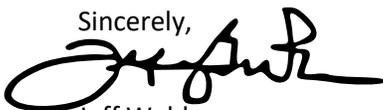
Proposals will be evaluated based on alignment with ICU's mission and objectives, financial commitment, support and services provided, activation strategies, and overall fit of the partnership. Shortlisted candidates may be invited for further discussions or presentations. The final selection of ICU sponsors will be made by ICU at its discretion based on this evaluation, such selection to be approved by the ICU Governing Council.

IX. CONTACT INFORMATION:

For inquiries or clarification regarding this RFP, please contact karl@cheerunion.org.

The ICU appreciates your interest and looks forward to exploring the possibility of a meaningful partnership that supports the success of our International Federations and the sport of cheerleading.

Sincerely,



Jeff Webb
President
International Cheer Union
www.cheerunion.org

The IOC Recognized World Governing Body for Cheerleading. 121 National Federation Members. A Proud Member or Partner of:

