



INTERNATIONAL CHEER UNION

PARTNERSHIP

OPPORTUNITIES

International Federation
recognised by the



International
Olympic
Committee





INTRODUCTION

- The International Cheer Union (ICU) is the **EXCLUSIVE OLYMPIC** recognized World Governing Body for Cheerleading
- 120 member nations
- Over **10 million athletes** on all continents with a rapidly expanding worldwide audience.
- Partners with **premier broadcast networks** such as ESPN, CBS Sports Network and the Olympic Channel
- Members / Partners of The World Games (IWGA), SportAccord, ARISF, WADA, FISU, Special Olympics



Special Olympics

HISTORIC MILESTONES



First International Exhibition in Chile

1995



Established Worldwide Rules and Regulations

2005



Recognized by SportAccord as Cheer Governing Body

2013



Received IOC Full Recognition

2021

2004

First World Club Championship

2011

Cheer Listed as 2nd Safest Sport in US Reports

2014

Joined FISU, the World University Games Family

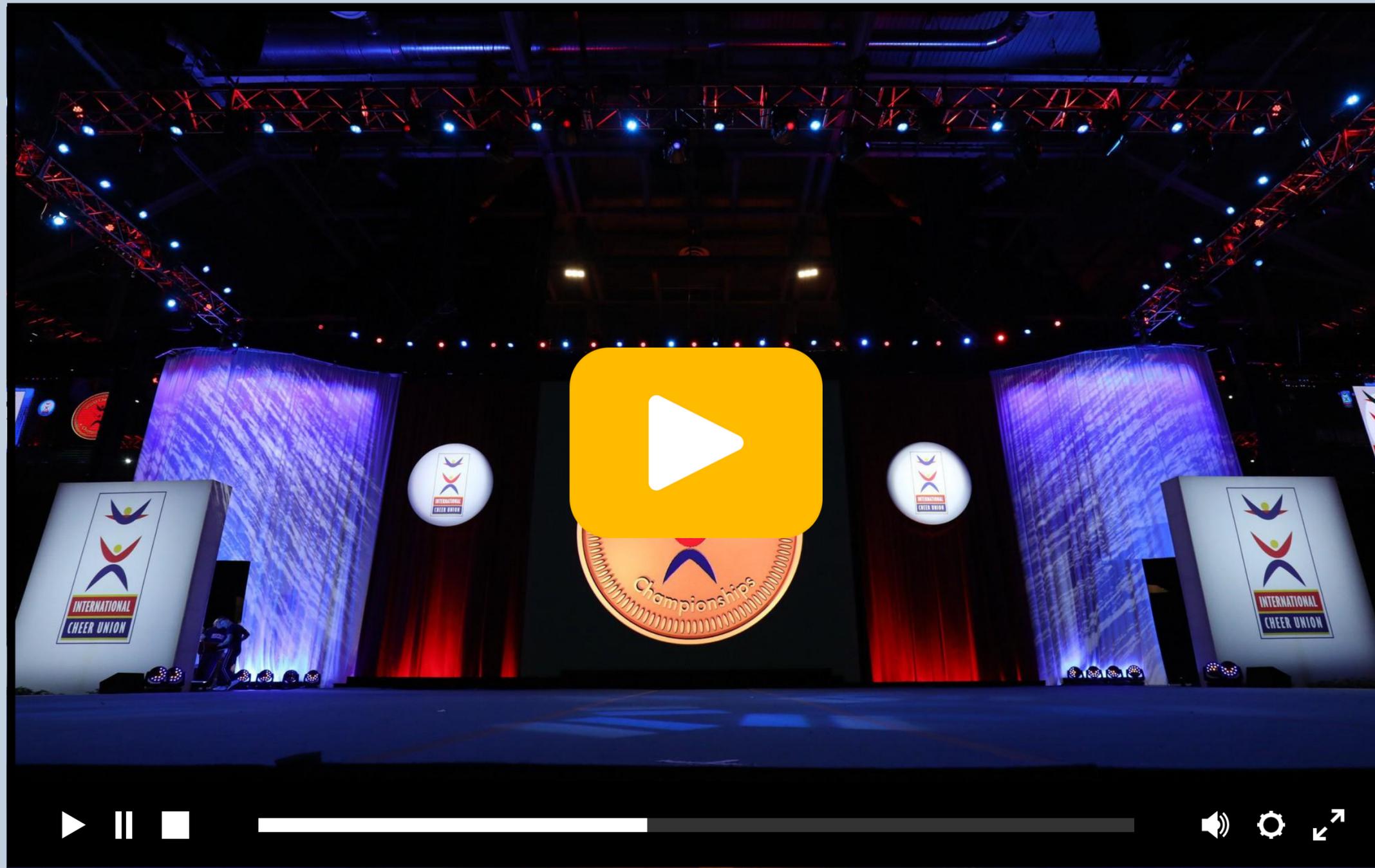
2023

Accepted into The World Games

AFRICA • ASIA • AMERICAS • EUROPE • OCEANIA



THE POWER OF CHEER



Click above to view

ICU CHAMPIONSHIPS

Broadcast worldwide on the Olympic Channel



WORLD

The ICU World Championships are held annually at Disney World in Orlando, USA, with teams from over 70 countries

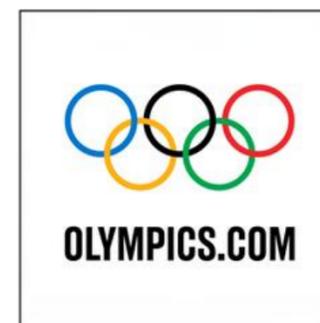
CONTINENTAL

Five separate high level competitions: Americas, Asia, Oceania, Europe and Africa regions

MULTI-SPORT

The ICU is a full participant in major multi-sport events such as Special Olympics, The World Games and FISU

GLOBAL NETWORK COVERAGE



GLOBAL MEDIA COVERAGE

2024 ICU WORLD CHAMPIONSHIPS

TV News Distribution

- Media: 10 Media Outlets
- Reach: 1,695,200,000 Households

The Outdoor Sports Show

- Media: 73 Media Outlets
- Estimated Inclusion Airtime: 08 hrs 21 mins
- Global Reach: 107 Countries
- Reach: 897,357,800 Households
- Digital Reach: 2,184,423,000 Users

The Sports Rundown

- Media: 72 Media Outlets
- Estimated Inclusion Airtime: 13 hrs 19 mins
- Global Reach: 107 Countries
- Reach: 325,292,800 Households
- Digital Reach: 1,135,623,000 Users

Total Estimated Media Value 549,824.74 €



*2024 ICU World Championships highlights distributed by ICARUS Sports



ICU GLOBAL REACH

By partnering with ICU, sponsors gain unparalleled access to:

- Over 10 Million Athletes
- A highly passionate, youthful and global audience
- 70% of the athletes are 25 years or younger
- 80% of the athletes are female
- 120 National Federations
- 11,000 Coaches & Officials

We deliver through live events, digital engagement and television broadcasts.

Join one of the fastest growing sports in the world!

DIGITAL FOOTPRINT

Unparalleled global brand visibility to millions via multiple digital platforms.

Over 150 countries live streaming our championships

Over 1.3 million hours of watch time

Over 3 million followers on social media

Over 1 million visitors to cheerunion.org annually



Click above to see our platforms



SPREADING GOOD CHEER

- ICU trains athletes, coaches, judges and officials in over 120 Countries
- ICU establishes the International Rules, Regulations and Standards for the sport
- Cheer is a popular team sport
 - Easy to start for young people to participate
 - Highly telegenic, spectator & family friendly
 - Inclusive of all cultures, all body types in all regions of the world

JEFF WEBB

International Cheer Union President

Jeff Webb is considered the founder of modern cheerleading. It all began in 1974 in his Memphis, Tennessee, USA apartment when he gathered a few friends with an idea; to revolutionize cheer training and performance by incorporating exciting acrobatic skills. Over the next 50 years, Webb would grow the company to an international conglomerate known as Varsity Spirit Corporation.

Webb's visionary approach and lifetime commitment to nurture the sport has been a primary reason for its growth and popularity.

Cheerleading originated on the sidelines of American sporting events but by 2004 it was time to go global. Webb founded the International Cheer Union (ICU) with the goal of making competitive cheerleading a global phenomenon. In 2021, the International Olympic Committee gave the ICU full recognition as an official sport. In just 20 short years, the ICU has grown to include 120 member nations, serving more than 10 million athletes worldwide.



LEARN MORE ABOUT THE ICU



[ICU connection to the Olympics](#)



[ICU receives full recognition by the International Olympic Committee](#)



[Junior World and World Cheerleading Championships return to Orlando](#)

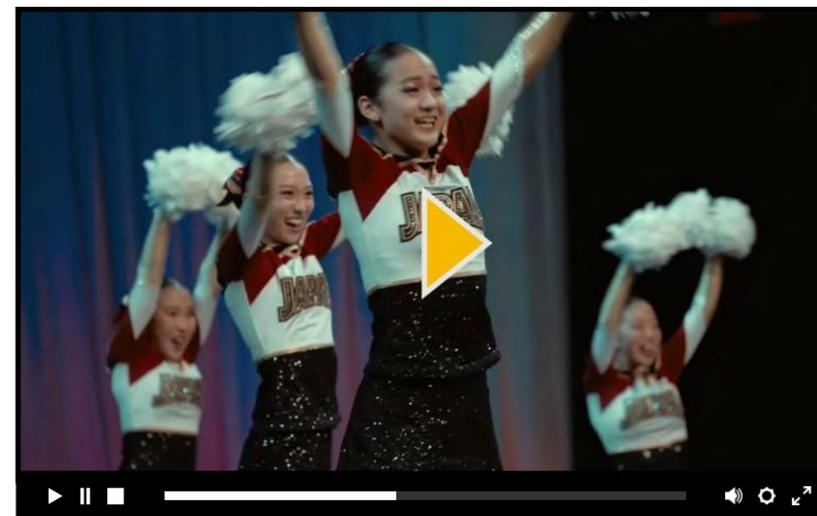
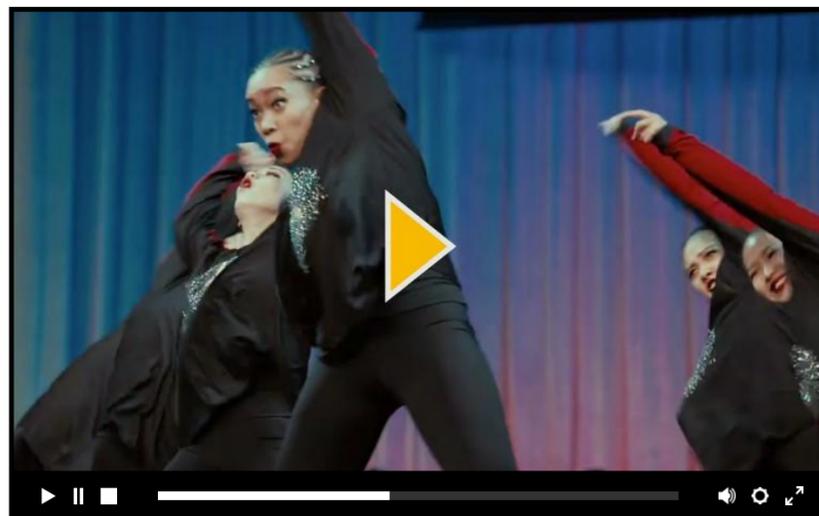


[ICU and Cheerleading join The World Games](#)



[World Cheerleading Championships 2024: What's it all about?](#)

2024 ICU WORLD CHAMPIONSHIPS



PARTNERSHIP BENEFITS

Gain global exposure across digital, television, and live event platforms while supporting the fastest-growing performance sport worldwide.

ICU offers three primary partnership levels, each designed to maximize brand visibility, engagement, and activation across our international cheerleading ecosystem.

PARTNERSHIP LEVEL	INVESTMENT	TELEVISION/BROADCAST EXPOSURE <small>(ESPN, CBS Sports, Olympic Channel)</small>	DIGITAL/SOCIAL MEDIA <small>(ICU Social Media, Website, App)</small>	LIVE EVENT BENEFITS <small>(World & Continental Championships)</small>	ADDITIONAL PERKS
 <p>GOLD PARTNER Exclusive Official Presenting Partner Level 2 maximum</p>	***	<ul style="list-style-type: none"> • Official “Presenting Partner” (e.g., ICU World Championships Presented by [Your Brand]) • Premier logo placement • 30 sec commercials (5 x per event) • Custom sponsor features 	<ul style="list-style-type: none"> • Official “Presenting Partner” Placement across ICU’s digital platforms • Premium digital banners • Dedicated branded content • Monthly email campaigns • Live social media takeovers 	<ul style="list-style-type: none"> • Exclusive corporate activation • Logo placement throughout competition venues • On stage speaking opportunity • Official “Presenting Partner” VIP branded networking access 	<ul style="list-style-type: none"> • First right of renewal • Co-branded merchandise opportunities
 <p>SILVER PARTNER Premier Level 4 maximum</p>	**	<ul style="list-style-type: none"> • Secondary logo placement • 30 sec commercials (3 x per event) • Branded TV features 	<ul style="list-style-type: none"> • Featured website and app branding • Exclusive social media promotions • Branded content in newsletters 	<ul style="list-style-type: none"> • Branded event signage • On-site activation space • On-stage recognition • VIP hospitality & networking access 	<ul style="list-style-type: none"> • Priority renewal option
 <p>BRONZE PARTNER Supporting Level 4 maximum</p>	*	<ul style="list-style-type: none"> • Logo during TV segments • 2 commercial spots per event (15-sec) 	<ul style="list-style-type: none"> • Rotating website banner • Social media mentions & tags • Email newsletter placement 	<ul style="list-style-type: none"> • Key event signage • On-stage recognition at select events • Product placement opportunities 	N/A

CUSTOM SPONSORSHIP & ACTIVATION OPPORTUNITIES

Looking for a custom-tailored sponsorship? ICU offers flexible packages to meet your brand’s objectives, including event-specific activations, influencer partnerships, and digital marketing integrations.



INTERNATIONAL CHEER UNION

THANK YOU

Contact Us For More Information



press@cheerunion.org



cheerunion.org

Let The World Cheer On Your Brand!

