



Cheer Manitoba
145 Pacific Ave.
Winnipeg, MB R3B 2Z6

Mar 1, 2025

To Whom It May Concern:

Cheer Manitoba is hosting the 2025 Provincial Championships on April 13th at the RBC Convention Centre, in the heart of downtown Winnipeg. It is an opportunity for our provincial sport organization to showcase the best in the sport of cheerleading in Manitoba. Our event will see an attendance of anywhere between 1500-2000 spectators and over 600 athletes.

Over the past few years, our sport has gained a lot of recognition in the media due to the popularity of the hit docu-series "Cheer" and, having been given provisional Olympic status, our sport just continues to gain popularity. We have athletes as young as 18 months to over 30 years old. Cheerleading does so much to build healthy lifestyles, confidence, life skills and community. With the decline of girls and women in sport, supporting these initiatives has never been so important.

We are currently seeking sponsors for our event with the opportunity to build lasting partnerships into the future. Cheer Manitoba is a non-profit organization that governs the sport of cheerleading in Manitoba and is under the umbrella of Sport Manitoba. Sponsorship towards our events, scholarships and awards is important to the success of our sport into the future.

Because our event is local to Manitoba, the Province of Manitoba does not have grants to support our event and that's why sponsorship is so important for us.

Please find attached our sponsorship package which details the various levels of sponsorship and what is included within each level. If you would like to discuss a sponsorship opportunity, please don't hesitate to contact me.

Thanks in advance for your consideration! It is greatly appreciated.

Sincerely,

Caroline Muth
Treasurer
Cheer Manitoba
Treasurer@cheermanitoba.ca