

EA Youth Club:

Sponsor a Youth, Change a Life

The Evolved Athletics Youth program is meant to address, on a local level, the rapid decline of our youth's health and physical fitness. Our present economic environment further exacerbates this epidemic as afterschool programs, physical education, and sports programs are reduced or cut completely. Through the Crossfit training methodology the EA Youth Club will give our youth dynamic and sustainable tools to get and stay healthy. Participants will be rewarded for athletic, scholastic, and volunteering achievements. This is all accomplished as a 501C3 non-profit organization*, with public and private sector sponsorship and donations, with the goal of no monetary barriers to any student's participation.



What is Crossfit? Crossfit is Functional Movements, at a High Intensity, with Constant Variation. The goal is to be 80% as strong as a power lifter, 80% as fast as a sprinter, to have 80% of the endurance of a marathoner, and to have 80% of the balance and flexibility of a gymnast.

Program Highlights

- Partial and/or full tuition subsidization for healthy lifestyle coaching to any Lee County youth
- Partnerships with Lee County schools, Lee County Government, Lee Tran, Florida Gulf Coast University, The Heritage Institute, etc
- Measurement and reporting of all student health metrics to ensure transparency of progress and goal achievement
- Quarterly and annual competitions for youth to set goals and showcase their achievements
- *501C3 status for acceptance of donations and private gifts **status pending Q1 2010*
- Best in class local training facility
- Compelling and holistic program regimen and fitness goals
- Highly trained and personally vested staff
- Up to 64 hours of training time per week available
- Transportation options including subsidized bussing, bikes and helmets



Private Gifts:

The EA Youth Club is a 501C3 organization that will accept donations or gifts from private individuals. This is a one of a kind opportunity to change an individual life, dramatically impact a community and contribute to the health of our nation. Please contact us if you are interested in giving a named or anonymous gift.

Major Sponsorship Packages:

| Rank | Gift Amount and Term | Sponsorship Deliverables | * Number of Classes Subsidized |
|---------------|----------------------|---|--|
| 1 Star | 1,000 – 9,000 | <i>Pre Program:</i> <ol style="list-style-type: none"> 1. Logo/Link on EA Website & Blog Page 2. Name/logo on program collateral. I.e. flyers, pamphlets, etc. 3. Free Saturday Bootcamp attendance for 12 months for 1-company owner (or) 1-manager/employee 4. 10% off Corporate rates for group training in adult classes <i>Pilot & Full Program: All of above.</i> | <i>Pilot:</i> 12-108 <i>Full:</i> 8-70 |
| | 1-2 yr term | | |
| 2 Star | 10,000 – 24,000 | <i>Pre Program:</i> <ol style="list-style-type: none"> 1. Logo/Link on EA Website & Blog Page 2. Name/logo on program collateral. I.e. flyers, pamphlets, etc. 3. Company collateral positioned in facility 4. Name on program t-shirts 5. Small logo on banner at events 6. Free Saturday Bootcamp attendance for 12 months for 1-company owner (or) 1-manager/employee 7. 10% of Corporate rates for group training in adult classes <i>Pilot & Full Program: All of above and small print name/logo in news paper/periodical marketing</i> | <i>Pilot:</i> 119-288 <i>Full:</i> 77-185 |
| | 1-3 year term | | |

| | | | |
|---------------|-----------------|--|--|
| 3 Star | 25,000 – 49,000 | <p><i>Pre Program:</i></p> <ol style="list-style-type: none"> 1. Logo/Link on EA Website & Blog Page 2. Name on EA FaceBook Page 3. Name listed in emails & advertising for events 4. Name/logo on program collateral. I.e. flyers, pamphlets, etc. 5. Small logo on banner at events 6. Company collateral positioned in facility 7. Name on all program t-shirts 8. Free 12 month CF membership for 1-company owner (or) 1-manager/employee 9. 15% of Corporate rates for group training in adult classes <p><i>Pilot & Full Program:</i> All of above, name/logo in news paper/periodical marketing and sponsorship mention in radio advertising</p> | <p><i>Pilot:</i> 299-587</p> <p><i>Full:</i> 193-378</p> |
| | 2-5 year term | | |
| 4 Star | 50,000 – 99,000 | <p><i>Pre Program:</i></p> <ol style="list-style-type: none"> 1. Title Sponsor: industry exclusivity 2. Logo/Link on EA Website & Blog Page 3. Name on EA FaceBook Page 4. Name listed in emails & advertising for events 5. Logo/link in weekly email blasts. 6. Name/logo on program collateral. I.e. flyers, pamphlets, etc. 7. Large logo on banner at events 8. Company collateral positioned in facility 9. Company product positioned in facility 10. Name on program t-shirts 11. Name on quarterly event t-shirts 12. Free 12 month CF membership for company owner (or) 1-manager & 1-employee 13. 20% of Corporate rates for group training in adult classes <p><i>Pilot & Full Program:</i> All of above, name/logo in news paper/periodical marketing and sponsorship mention in radio advertising</p> | <p><i>Pilot:</i> 599-1,187</p> <p><i>Full:</i> 386-765</p> |
| | 2-5 year term | | |

| | | | |
|---------------|---------------|--|---|
| 5 Star | 100,000 + | <p><i>Pre Program:</i></p> <ol style="list-style-type: none"> 1. Title Sponsor: industry exclusivity 2. Logo/Link on EA Website & Blog Page 3. Name on EA FaceBook Page 4. Name listed in emails & advertising for events 5. Logo/link in weekly email blasts 6. Name/logo on program collateral. I.e. flyers, pamphlets, etc. 7. Company collateral positioned in facility 8. Company product positioned in facility 9. Name on program t-shirts 10. Name on <i>all</i> event t-shirts 11. Large logo on banner at events 12. Free 12 month CF membership for company owner (or) 2-managers & 2-employees 13. 25% of Corporate rates for group training in adult classes <p><i>Pilot & Full Program:</i> All of above, name/logo in news paper/periodical marketing, sponsorship mention in radio advertising, and name/logo in TV advertising</p> | <p><i>Pilot:</i> 1,199 +</p> <p><i>Full:</i> 772+</p> |
| | 2-5 year term | | |

** Number of Classes Subsidized is calculated by dividing the gift range dollar amount by the cost of each class of 20 students. This is based on the estimate of an operating year of 350 days for a total of 2,944 possible classes annually.*

Small Donor Packages:

| Rank | Gift Amount | Sponsorship Deliverables | * Number of Classes Subsidized, Per Student |
|-----------------|-------------|--|---|
| Sergeant | \$5 to \$50 | <ol style="list-style-type: none"> 1. Recognition in Sergeant's Club on EA Youth Club website and Facebook page 2. Subscription to EA Youth Club email updates | <i>Start Up:</i> |
| | | | <p>* 3 to 29</p> <p>** 1 to 8</p> |

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|-------------------|----------------------|--|------------------|-----|----|-----|
| Lieutenant | \$51 to \$250 | <ol style="list-style-type: none"> 1. Recognition in Lieutenant's Club on EA Youth Club website and Facebook page 2. Subscription to EA Youth Club email updates 3. Sponsor name on chosen youth's T-shirt | <i>Start Up:</i> | | | |
| | | | * | 30 | to | 146 |
| | | | ** | 8 | to | 41 |
| Captain | \$251 to \$500 | <ol style="list-style-type: none"> 1. Recognition in Captain's Club on EA Youth Club website and Facebook page 2. Subscription to EA Youth Club email updates 3. Sponsor name on chosen youth's T-shirt 4. Free Saturday adult bootcamp attendance for 3 months 5. Option to chose specifically where funds are allocated | <i>Start Up:</i> | | | |
| | | | * | 147 | to | 292 |
| | | | ** | 41 | to | 82 |
| Major | \$501 to \$750 | <ol style="list-style-type: none"> 1. Recognition in Major's Club on EA Youth Club website and Facebook page 2. Subscription to EA Youth Club email updates 3. Sponsor name on chosen youth's T-shirt 4. Free Saturday adult bootcamp attendance for 6 months 5. Option to chose specifically where funds are allocated 6. One free 1 hour fitness assessments | <i>Start Up:</i> | | | |
| | | | * | 293 | to | 439 |
| | | | ** | 82 | to | 123 |

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|----------------|----------------------|--|------------------|-----|--------|
| Colonel | \$751 to \$999 | 1. Recognition in Colonel's Club on EA Youth Club website and Facebook page 2. Subscription to EA Youth Club email updates 3. Sponsor name on chosen youth's T-shirt 4. Free Saturday adult bootcamp attendance for 1 year 5. Option to chose specifically where funds are allocated 6. Two free 1 hour fitness assessments | <i>Start Up:</i> | | |
| | | | * | 439 | to |
| | | | ** | 124 | to 164 |

* Class cost per student is based off of operating hours of 3-5 M-F & 12-3 on S.

** Class cost per student is based off of operating hours of 10-5 M-F & 12-5 on S.

| | | |
|--------------|---|------------------------|
| * 3 Classes | = | 1 Week per Student |
| *12 Classes | = | 1 Month per Student |
| *30 Classes | = | 1 Quarter per Student |
| *60 Classes | = | 1 Semester per Student |
| *120 Classes | = | 1 Year per Student |

Other Sponsorship Options:

- Individual youth or group sponsorships – sponsor a specific individual, class, school, group, timeframe, etc
- Event only sponsorship – one time, quarterly, annual, special, etc
- “In kind” sponsorships – trade of services, donation of products/services, etc
- Volunteering – volunteer your time and expertise towards program growth, events, etc

Please contact us directly regarding interest in these and other sponsorship options. We appreciate and try to accommodate all efforts to help build our program.

For Questions or Feedback:

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