



FOUNDING PARTNER PROGRAM

Twelve months of your business in front of thousands of local families.

Five levels, from \$250. We have never had sponsors before - this year's are Founding Partners.



MOVE. GROW. BELONG.

Disabled veteran-owned · Established 2017 · Pfafftown, NC

WHO YOU REACH

Old Town Gymnastics Academy has never had sponsors. Not because nobody would have said yes - because we were busy building the gym, the classes, the team, and the families who now walk through our doors every single day.

We are ready now. We are building a sponsor wall for this first group, at both of our gyms. Here is exactly who your business would be in front of.

Thousands

students, ages
18 months to 18

Multiple

athletes on the
competitive team

Multiple

birthday parties
most weekends

2,900

Facebook
followers

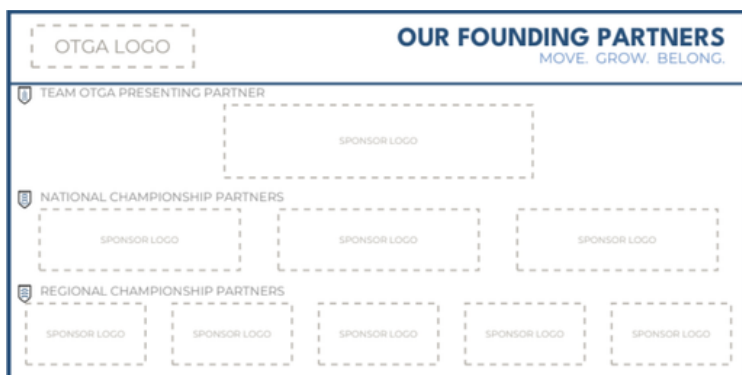
96%

recommend us
(34 reviews)

Plus a newsletter that reaches every family in the gym, sent through Jackrabbit.

WHERE YOUR BUSINESS GOES

The OTGA sponsor wall - built for this founding class, and installed at both of our gyms.



Your level decides how large your logo is and how high it sits. The full build drawing is available on request.

WHY A GYM LOBBY BEATS A WEEKEND

Most youth sports sponsorships buy you one weekend. This wall sits in front of the same families every week for twelve months - during drop-off, during pickup, during the twenty minutes a parent spends waiting on a folding chair with nothing else to look at.

With up-to 8 birthday parties most weekends bring a steady stream of local families past that same wall - most of them in our building for the first time, and most from the same handful of zip codes.

WHO WE ARE

OTGA is a disabled veteran-owned business, established in 2017. Our owners are a retired military family with 33 years of service between them, and we offer a military discount to the families who serve. We teach children from 18 months through 18 years.

Some of our children are here to have fun on a Saturday morning. Some are chasing a state title. All of them get the same thing from us: a place to move, grow, and belong.

THE OTGA CHAMPIONSHIP SERIES

Every level supports the whole program - recreational and competitive alike. Not a specific program.



COMMUNITY SUPPORTER

For the neighbour, the family friend, the two-person shop who wants to support a local business

- Your business name on the OTGA website sponsor page
- Your name in the OTGA newsletter, which goes to every family in the gym
- Your business named in a Founding Partner announcement post on Facebook and Instagram

\$250

UNLIMITED · \$21/MO



STATE CHAMPIONSHIP PARTNER

Your logo and a post of your own!

- Everything above
- Your logo and a link on the OTGA website sponsor page
- Your logo in the quarterly newsletter sponsor strip
- One dedicated Facebook post about your business during the year

\$500

8 AVAILABLE · \$42/MO



REGIONAL CHAMPIONSHIP PARTNER

This is the level where your business appears at a higher volume in our gym.

- Everything above
- Your logo on the OTGA Partner Wall.
- Your business name on a sign along the running track.
- Your logo in every newsletter issue, and a short description on the website
- Two dedicated Facebook posts during the year
- A sponsor announcement at OTGA gym events - the Team Showcase is confirmed, and you are included in every additional event we schedule
- One offer to OTGA families, delivered in the newsletter and on Facebook.

\$1,000

5 AVAILABLE · \$83/MO



NATIONAL CHAMPIONSHIP PARTNER

Named recognition, category exclusivity, and the upper band of the wall.

- Everything above
- A larger logo in the upper band of the wall.
- Named sponsor of the OTGA Team Showcase
- A Sponsor Spotlight - a written feature about your business in the newsletter
- Four dedicated Facebook posts during the year
- Featured section on the website.
- Category exclusivity - no competing business in your line of work, all year
- Automatic inclusion in any new OTGA event added this season, at no extra cost

\$2,000

3 AVAILABLE · \$167/MO



TEAM OTGA PRESENTING PARTNER

The only one. Our running track carries your name for the year, and no competitor of yours is anywhere in either building.

- Everything above
- Category exclusivity, plus first refusal on your category next year
- The largest logo on the wall, top position
- Your logo in the newsletter header every issue
- Six dedicated Facebook posts during the year
- Top placement on the OTGA website sponsor page

\$5,000

1 AVAILABLE · \$417/MO

AT A GLANCE

	COMMUNITY \$250	STATE CHAMP \$500	REGIONAL \$1,000	NATIONAL \$2,000	PRESENTING \$5,000
Works out to	\$21/mo	\$42/mo	\$83/mo	\$167/mo	\$417/mo
Slots	Unlimited	8	5	3	1
Website	Name	Logo	Logo + Link	Logo, 3x bigger + Link	Top of Page + Link
Newsletter	Name	Quarterly Logo	Logo Every Issue	Featured section	Header Logo
Facebook	Announcement	1 post	2 posts	3 posts	6 posts
Sponsor Wall	—	—	Logo	Larger, upper band	Largest, top
Sign on running track	—	—	Yes	Yes	Yes
Named event sponsor	—	—	—	Team Showcase	Team Showcase
Category exclusivity	—	—	—	Yes	Yes
New events added free	—	—	—	Yes	Yes

THE FINE PRINT — THE PART MOST PACKETS LEAVE OUT

Your term	Twelve months from the month you join. Not a fixed calendar window - if you sign in November, your year runs to the following November.
Founding rate lock	Your Founding Partner rate is held for as long as you renew without a gap, even after our rates rise.
Category exclusivity	Defined by your primary line of business, assigned first-come at signing, and written into your agreement by name.
If we relocate	The wall moves with us and your term continues unchanged.
If we cannot deliver	Any benefit we cannot deliver is replaced with one of equal or greater value, or that portion of your payment is refunded. In writing.
Tax treatment	OTGA is a for-profit business and is not a 501(c)(3). This is a business marketing expense, not a tax-deductible charitable donation. Please check with your accountant.

HOW TO JOIN

1 PICK YOUR LEVEL

Tell us which one. If you want category exclusivity, say so early — there is one Presenting Partner, and the levels above cap at 8, 5 and 3.

2 SEND YOUR LOGO

Vector is ideal, but a high-resolution PNG or JPG is fine. Send a 25-word description too, and your offer to our families if you are at \$1,000 or above.

3 WATCH IT GO UP

Your logo goes up on the wall within three weeks of signing. Your first newsletter and Facebook feature follow within the first month.

FOUNDING PARTNER AGREEMENT

SIGN AND HAND BACK, OR SCAN AND EMAIL

- | | | | |
|--|----------------|--|----------------|
| ☐ Community Supporter | \$250 | ☐ State Championship Partner | \$500 |
| ☐ Regional Championship Partner | \$1,000 | ☐ National Championship Partner | \$2,000 |
| ☐ Team OTGA Presenting Partner | \$3,500 | | |

BUSINESS NAME

YOUR LINE OF BUSINESS (THIS IS YOUR EXCLUSIVITY CATEGORY)

CONTACT NAME

PHONE

EMAIL

WEBSITE

SIGNATURE

DATE

QUESTIONS? TALK TO US.

ALEX NELSON · Owner

oldtowngymnasticsacademy@gmail.com · 6775 Reynolda Road, Winston-Salem, NC

You can also ask for Coach Tuti Nelson at the gym.

336-815-1688