

# Western Michigan University

## SYNCHRONIZED SKATING TEAMS SPONSORSHIP PACKAGE



**SKATING**

WMU Skating Club  
Lawson Arena  
1903 West Michigan Ave  
Kalamazoo, MI 49008-5335  
(269) 387-3050

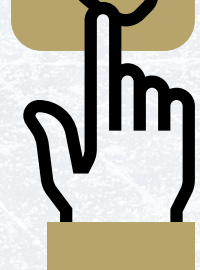


### CONTACT INFORMATION:

Head Coach Amy Yuengert

Phone: (571) 230-0065

Email: [ayuengert27@gmail.com](mailto:ayuengert27@gmail.com)





July, 2021

Western Michigan University is located in Kalamazoo, Michigan. It is home to two synchronized skating teams and one intercollegiate figure skating team that represent the university at competitions all over the United States. In addition to competitions, our skaters participate in ice shows, exhibitions, and community events to support other local organizations and skating clubs.

Created in 1995, the synchronized skating program at WMU has a long-lasting tradition. In 2004, the sport was cut from varsity status and funding due to budget cuts throughout the University. This has had a substantial financial impact on the team, but not the dedication of the collegiate athletes. The team is in its seventeenth year as a club sport and is a successful student-run organization.

This season, the WMU Skating Club consists of Collegiate, Open Collegiate, and Intercollegiate teams. The Collegiate team, composed of full time WMU students, has a roster totaling 21 skaters. In recent seasons, the Collegiate team has earned three Midwestern Sectional medals and two medals at the US Synchronized Skating Championships including the silver medal at the 2019 US Championships. The WMU Open Collegiate team was created in 2018 and is composed of 10 skaters this season. The 2019-2020 season brought great success to this team as they medaled at each competition, culminating in the pewter medal at the Midwestern Sectional Championships. The Intercollegiate team includes skaters who compete in Freestyle and Ice Dance events as individuals representing the university. In the 2019-2020 season, this team earned 7th place in the Midwest. In previous seasons, Western Michigan University has also rostered a Senior Team as well as an Adult team. In its existence, the Senior team has had the experience of representing Team USA in several international competitions. In its most memorable season, the Senior team placed 1st in the Jegvirag Cup in Miskolc, Hungary. The Adult team has also had success earning a number of sectional and national medals over the years.

During the 2021-2022 season, the Collegiate team will be competing at six competitions in various venues around the country. These include local competitions in Michigan and Illinois, the Midwestern/Pacific Sectional Championships which will be hosted in Kalamazoo, Michigan this season, and the National US Synchronized Skating Championships in Colorado Springs, Colorado. The Open Collegiate team will be competing at four competitions. These include the Kalamazoo Kick-Off Classic (Kalamazoo, MI), Dr. Richard Porter Classic (Ann Arbor, MI), Synchro Illinois (Evanston, IL), and the Midwestern Sectional Championships (Kalamazoo, MI). The Intercollegiate team will be competing at 3 various Midwest locations throughout their season including the 2021 Bronco Challenge Cup that will be held in Battle Creek, MI. The Intercollegiate team will compete at each competition in hopes to earn a spot at their first Intercollegiate National Championships.

As a club sport at WMU, we receive minimal funding from the school. Our organization has high costs associated with travel, ice time, and coaching expenses. These costs are paid for by the skaters and by fundraising throughout the year. The Western Michigan University Synchronized Skating Teams would be grateful for monetary or in-kind donations in any amount to support our club for the 2021-2022 season. All donations are tax exempt under our 501 (c) (3) tax code.

Your support of our organization would be greatly appreciated! On behalf of Bronco Skating, we would like to say "Thank You" for helping us and contributing to the WMU community.

Sincerely,  
The Western Michigan University Skating Club



# Western Michigan University

## 2021-2022 WEEKLY PRACTICE COMMITMENT

### **COLLEGIATE TEAM:**

6.0 Hours On-ice

- Team program practice/development
- Individual Conditioning
- Individual Skill Development
- Team Skill Development

4.0 Hours Off-ice

- Conditioning and Weight Training
- Ballet/Barre Classes
- Team Floor Practices

### **OPEN COLLEGIATE TEAM:**

1.5 Hours On-ice

- Team program practice/development
- Individual Conditioning
- Individual Skill Development
- Team Skill Development

1.0 Hours Off-ice

- Team Floor Practices

Optional Dance/Conditioning Opportunities

### **INTERCOLLEGIATE TEAM (OPEN ICE):**

3.5 Hours On-ice

- Individual Program Development
- Individual Skill Development
- Individual Conditioning



# SPONSORSHIP PACKAGES

## Bronze Sponsor (Minimum Donation \$200)

- Company name on back of team t-shirt worn at U.S. Synchronized Skating Sectional and National Championships and also around the community and campus after the competition
- Company name on team banner displayed at each competition (including large synchronized skating competition and intercollegiate competition held in Kalamazoo)



## Silver Sponsor (Minimum Donation \$500)

- Company name on back of team t-shirt worn at U.S. Synchronized Skating Sectional and National Championships and also around the community and campus after the competition
- Company name on team banner displayed at each competition (including large synchronized skating competition and intercollegiate competition held in Kalamazoo)
- Company logo and link to company's website on the WMU Synchronized Skating club website



## Gold Sponsor (Minimum Donation \$750)

- Company name on back of team t-shirt worn at U.S. Synchronized Skating Sectional and National Championships and also around the community and campus after the competition
- Company name on team banner displayed at each competition (including large synchronized skating competition and intercollegiate competition held in Kalamazoo)
- Company logo and link to company's website on the WMU Synchronized Skating club website
- Sponsorship feature post on the club instagram page (@BroncoSkating) that has over 1,000 followers. Will include the company's website in the caption.



## Platinum Sponsor (Minimum Donation \$1,000)

- Company name on back of team t-shirt worn at U.S. Synchronized Skating Sectional and National Championships and also around the community and campus after the competition
- Company name on team banner displayed at each competition (including large synchronized skating competition and intercollegiate competition held in Kalamazoo)
- Company logo and link to company's website on the WMU Synchronized Skating club website
- Sponsorship feature post on the club instagram page (@BroncoSkating) that has over 1,000 followers. Will include the company's website in the caption.
- Inclusion in the Sponsorship Spotlight section of monthly recruitment and alumni newsletters
- Company name announced and sponsorship recognized in the introduction of the women's synchronized skating team exhibitions at Men's Varsity hockey games with crowds exceeding 3,600 fans.





The Western Michigan University Synchronized Skating Teams would like to thank our past sponsors for their support throughout our previous seasons. Our teams have been very successful with the help of their generosity.

Lawson Ice Arena

ABT Electronics

Tree Stand Buddy

GENETCO, INC.

Bradley Thompson Tool Company

Tania Bass

Marathon Filters

Borgess Performance Group

American Sports LTD

Grant Thorton LLP

By contributing to the WMU Synchronized Skating teams, you would be contributing to the success and growth of the synchronized skating program at WMU. If you would like to join this group of companies, please contact Amy Yuengert at 571-230-0065.

WMU Skating Club

Please send all donations to:

145 Selkirk Court

Kalamazoo, MI 49006

Western Michigan University Skating Club is a non-profit organization under the code 501 (c) (3) and Tax ID #20-0980571

## **WMU SKATING CLUB SPONSOR - CONTACT INFORMATION AND PACKAGE CHOICE**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Skater Referred: \_\_\_\_\_

Sponsorship Package Choice (Check Option)

\_\_\_\_\_ Bronze Sponsor (Minimum \$200 donation)

\_\_\_\_\_ Silver Sponsor (Minimum \$500 donation)

\_\_\_\_\_ Gold Sponsor (Minimum \$750 donation)

\_\_\_\_\_ Platinum Sponsor (Minimum \$1000 donation)

\*Please send check and a business card to:

WMU Skating Club

145 Selkirk Court

Kalamazoo, Michigan 49006



\*Once money is received, company contact will receive an email to send an electronic form of company logo for use on shirts, banners, and social media\*