

# Austin Honey Badgers Track Club Sponsorship Booklet

2014-2015 Track and Field Season

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**#TEAMFEARLESS**

## **SUMMARY**

The Austin Honey Badgers Track Club is currently seeking your sponsorship. We look forward to developing a long-lasting partnership with you. Thank you for your consideration. Please visit our website at [www.AustinHoneyBadgers.org](http://www.AustinHoneyBadgers.org) or contact us at (512) 657-1158 or [austinhoneybadgers@gmail.com](mailto:austinhoneybadgers@gmail.com).

## Overview

Established in 2014, Austin Honey Badgers Track Club (HBTC) is a non-profit 501(c) 3 organization, located in Austin, Texas that promotes youth development, growth and personal awareness through a comprehensive track and field program.

The mission of Austin Honey Badgers Track Club (HBTC) is to provide youth athletes ages 5-18 with the opportunity to reach his or her full potential by developing speed, endurance, and strength while fostering high self-esteem, personal accountability, self-discipline, goal setting, and goal achievement. HBTC seeks to develop well-rounded individuals who aspire to achieve in leadership, discipline, integrity, and excellence for education and athletics.

The Austin Honey Badgers Track Club was created with a vision for youth who desire to learn and compete in track and field on a local, state and national platform. We instill in our athletes that all things are possible if you believe that you can achieve and eliminate their own personal fears. *Our motto is fearless.*

Our club philosophy revolves around cultivating a safe, positive, family environment where our athletes will increase their leadership skills, public speaking, critical thinking skills, and community service opportunities. Members of the HBTC track club will grow in their sense of ownership and decrease in their sense of entitlement.

### HBTC 2014/15 Objective and Goal

- 1) Become a recognized track club.
- 2) Partner with the local community to obtain donations and sponsorship opportunities.
- 3) Recruit a minimum of 25 youth athletes.
- 4) Develop fundraising opportunities.

### Athlete Objectives and Goal

- 1) Excel in academics
- 2) Serve their local community
- 3) Encourage a healthy lifestyle
- 4) Learn to be a great teammate
- 5) Perform to the best of their ability
- 6) Set and reach personal goals
- 7) Compete against elite competition
- 8) Earn scholarships

## **History**

Brandon and Candice Cooper founded the Austin Honey Badgers Track Club (HBTC) in August 2014. The Coopers fell in love with youth track, in December 2010 after seeing their then five-year-old daughter Jayden Cooper run and complete a 5k (3 mile run) for a charity event. Recognizing their daughter's talent, tenacity for reaching her goal and competitive nature, they joined the Flight International Track Club under the leadership of Head Coach Leonard Brantley.

For four years, track and field became the Cooper's life. They've become proficient in best practices and lessons learned, while building lasting relationships throughout the track community in Central Texas and beyond.

During their four-year journey, summer 2014 proved to be their most successful. Brandon Cooper as assistant Coach with Flight International Track Club was successful in 14 out of 16 athletes trained by him qualified and competed in the 2014 AAU Jr. Olympics National Competition in Des Moines, Iowa. Several athletes placed top twenty in the Nation while one brought home the top eight medal.

After announcing their vision to start their own track club. Supporters, volunteers and parents offered to join the Austin Honey Badgers Track Club. The HBTC family continues to grow and develop. We are excited for what the future holds.

## **Club Affiliations**

Austin Honey Badgers Track Club (HBTC) is a youth track and field club registered with the Amateur Athletic Union (AAU) and a member of the Coaches Coalition. The program is designed to meet the needs of all participants regardless of their performance level.

## **Beyond The Track**

Academics and community service are extremely important to the Austin Honey Badgers Track Club (HBTC) organization. Athletes will strive for academic excellence and serve their local community.

Academics: Austin Honey Badgers staff will recognize all student-athletes that make the all A or A/B honor rolls and who also receive Satisfactory or Excellent Conduct each grading period by awarding them with a certificate of achievement and highlighting their academic achievements on the official HBTC website and social media sites.

Summer Reading: We desire for our younger athletes to continue reading during the summer months. We feel it is good to start preparing our athletes for high

school and college. We will implement a three-month reading series where students will read a selected book and have an opportunity to discuss this book at a designated time. Also students will have the opportunity to present their thoughts on the book through a public speaking format. It is important for our students to begin practicing this important art.

Community Service: Our athletes will complete a minimum of two community service projects to learn the value of serving their local community.

### **Call To Action**

Studies have found that 1 out of 3 kids are now considered overweight or obese in the United States. According to the American Academy of Child and Adolescent Psychiatry, close to half of all children will experience bullying while at school. These figures, among many others are reasons we believe Honey Badgers Track Club is needed today. By providing an environment in which our young athletes can feel free and willing to discuss issues are essential to the building and development of our youth.

A primary focus of Austin Honey Badgers Track Club is to reach at-risk youth. HBTC will provide opportunities for the majority of our students who would not otherwise receive the kind of opportunities we hope to provide.

Track and Field does not exist in isolation. HBTC is here due to the increased interest and need by the younger generation to combine sports with other activities, such as cultural and educational interests. These interests include but are not limited to: nutrition, healthy lifestyles, peer involvement and the environment. Our youth face many issues in today's society from drugs, alcohol, peer pressure, gangs, bullying, to abuse. HBTC is implementing activities outside of the sport to help kids deal with today's social issues. The team activity involved in sports develops a respect for competition and loyalty to peers, a sense of equality and independence. We believe sports are an excellent preparation for human relationships. We will use sports and athletics to teach a great number of desirable things.

We've come to the realization there are kids who may not be able to compete at a high level due to health issues. As an organization we want to find ways to get all kids involved with track by participating in events while not having major implications on their health. We will work closely with the local Sickle Cell Disease organization to get kids involved with events such as race walking, jumps and throws.

## **Athlete Benefits**

We have confidence in the fact sports benefit our youth by addressing the following life values and skills:

- Physically – by learning skills related to sports/athletes and improving physical conditioning.
- Emotionally – by building their feelings of self-esteem through recognizing individual achievements
- Socially – by forming bonds of friendships and learning good sportsmanship.
- Technically – by Learning the sound fundamentals and maximize the opportunity for individual development

## **Track Season**

Austin Honey Badgers Track Club (HBTC) track season runs from February through August. The season consist of three types of non-competitive and competitive opportunities:

- Developmental meets
- District and Regional meets
- National meets

The developmental meets typically occur in the Texas cities of: Houston, Dallas, Austin and surrounding areas. District and Regional meets occur in Central Texas and San Antonio, Texas. National meets occur in various Cities in the United States. In 2015, we are planning to attend the AAU Jr. Olympics located in Hampton Roads, Virginia July 29-August 8.

## **Request**

Austin Honey Badgers Track Club respectfully requests any amount thereof, to coach, train and teach Austin youth principles and skills in an attempt to create opportunities for their future. While students have different avenues to choose, we feel our program will put many in the position to be successful citizens in their communities. This fits with the goals of many local businesses and organizations, the opportunity to improve the quality of life in the local community. Support would be allocated to the direct costs of our track program totaling \$84,600 as shown below or could be restricted to a specific line item.

Alternatively, you may choose to directly support the program through an in-kind donation. These opportunities are attached separately.

Item Description	Cost
Starting Blocks	400
Shot Puts	300
Turbo Javelins	200
Cones and Batons	100
Training Hurdles	700
Speed, Strength, Plyometrics and Agility Equipment	5000
Measuring Equipment, Stop Watches, and Markers	400
Meet Equipment (canopy, tarp, etc.)	500
Jump Equipment	2000
Travel Team Cost	60000
Membership/Meet Fees	1000
Marketing and Advertising	2500
Uniforms and Apparel	2000
Office Supplies and Printing	500
Athlete Recognition Events	2500
Track Facility Rental	6500
<b>Total</b>	<b>84600</b>

## Sponsorship Opportunities

### Partnership Medalist \$10,000+

- Recognition at Annual Banquet
- Company logo on banners at track meet
- Company logo on printed materials used for advertising
- Advertising and logo on the HBTC website
- Link to your website from the HBTC website
- 5 team shirts
- A season named after your Company
- Company logo on team bags or t-shirts
- Plaque for display in your office as a sponsor
- 2 hour community service day at your company or organization
- Company logo on annual sponsorship booklet

### Platinum Medalist \$5,000+

- Company logo on annual sponsorship booklet
- Company logo on the HBTC website
- Company logo on printed materials used for advertising
- Company logo on team travel bags or t-shirts

- 2 hour community service day at your company or organization

### Gold Medalist \$2,000+

- Company logo on annual sponsorship booklet
- Company logo on the HBTC website
- Company logo on printed materials used for advertising
- Company logo on team bags or t-shirts

### Silver Medalist \$750.00+

- Company logo on annual sponsorship booklet
- Company logo on HBTC website
- Company logo on printed materials used for advertising

### Bronze Medalist (In Kind Donations—see partial wish list below)

- Company logo on annual sponsorship booklet
- Company logo on HBTC website

### Austin Honey Badgers Track Club Partial Wish List

Folding Chairs	Medicine Balls	Stopwatches
Folding Tables	Office Supplies	Sun Screen
Banners	Paper Towels	Tarps
Bungee Cords	Ziploc Bags	Tents (canopy)
Coolers	Storage Units	Trash Bags
Igloos	Replacement Spikes	Trophies
Duck Tape	Shoes (spikes or	T-Shirts
First Aid Kits	running shoes)	Starting Blocks
Free Weights	Slides (shoes)	Walkie Talkies
Hand Sanitizer	Socks	Whistles
Training Table	Shot Puts	Misters
Mats	Sports Drinks	Batons
Insect Repellant	Water	Cones
Measuring Reels	Hats/Visors	Jump Rope
	Sports Tape	Sled

Thank you in advance for your consideration. We hope that you choose to sponsor or donate to the Austin Honey Badgers Track Club. For more information, please do not hesitate to contact us.

In partnership,

Candice Cooper

Austin Honey Badgers Track Club

Owner/Administrator

(512) 657-1158 cell

Brandon Cooper

Austin Honey Badgers Track Club

Owner/Head Coach

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