



*Own your movement.*

Dear Sir or Madam,

My name is Heather Jack and I am the Founder of The REBEL Way.

The REBEL Way a 501(c)(3) non-profit organization committed to **providing girls in our community with a safe environment to develop the strength of character needed for life's future challenges**. We oversee the funding and organization of REBEL Lacrosse, the all-girls club lacrosse travel team that spans the Las Vegas Valley.

I am excited to announce that our 2019 Sponsorship Campaign is currently underway. This is the perfect opportunity to make a **tax-deductible donation** to a local **Las Vegas organization focused on empowering girls age 5-18**.

REBEL Sponsors are a big part of what has made The REBEL Way a huge success since our first season kicked off in 2014. We are aiming to make this year, our 5th year, the best yet with increased player outreach, strategic tournament scheduling, and community-focused fund-raising events.

The following Sponsorship Pack gives you details about REBEL sponsorship opportunities. We have a number of sponsorship levels that suits companies of all sizes. If needed, we're happy to work with you to create a bespoke package.

You can learn more about our organization from our website, **[www.therebelway.org](http://www.therebelway.org)**. If you have any further questions, please feel free to contact me directly.

Thank you for your time and consideration.

Sincerely,

*Heather M. Jack*

Founder, The REBEL Way  
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# THE **REBEL** WAY

*Own your movement.*

## OUR VISION

To develop athletic performance and inspire lasting character growth within all of our players.

## OUR MISSION

To provide more opportunities for higher education to young female athletes in the Las Vegas Valley through access to affordable club lacrosse with professional, top-quality coaches.

## 501(c)(3)

We are Las Vegas-based 501(c)(3) non-profit organization. All donations made to our organization are tax deductible. An official letter is sent directly to you after donation is received.

## OUR FOCUS

**01 CHARACTER DEVELOPMENT**  
BRAVERY Training | Group Work | Self-Reflection & Journaling | Life Skills Training & Application

**02 ATHLETIC DEVELOPMENT**  
Speed & Agility Training | Professional Strength & Conditioning | Footwork Drills | Flexibility | Injury Prevention

**03 LACROSSE EDUCATION**  
Film Breakdown | Chalk Talk | Game Scenario Drills | System Training | Field Awareness

**04 SKILL DEVELOPMENT**  
Ground-Up Stick Work | Shooting | Dodging | Defensive Positioning | Showcasing | Taking Risks

**05 COLLEGE RECRUITING**  
Team Recruiting Class | Mentoring Program | Alumni Network | 1:1 Support | College Coach Drop-Ins



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## SPONSORSHIP OPPORTUNITIES

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The REBEL Way is a Las Vegas-based 501(c)(3) non-profit lacrosse organization dedicated to the development of female athletes ages 5-18.

We are focused on both the athletic growth and character development of our players. Our dream is to build strong athletes while also empowering young women to fully embrace life. Our goal is to provide young women with the opportunity to pursue affordable higher education via the means of athletic and academic scholarships.

We are currently seeking local, corporate sponsors to join us in our vision. Corporate sponsors will receive the following:

### **CORPORATE BRANDING**

Direct marketing via REBEL social media and email campaigns as well as brand visibility on banners, apparel and more.

### **PUBLIC RECOGNITION**

Public acknowledgement for contributions at annual events and tournaments in Nevada and across the Country. (Lacrosse is the fastest growing sport in the US!)

### **MEMBER OF THE FAMILY**

Extend your business outreach into an active local market of hardworking Las Vegas families living in all corners of the Valley.

### **TAX DEDUCTIBLE DONATION**

We are officially recognized as a 501(3)(c) organization by the IRS. Therefore, your donation will be tax deductible. Official paperwork sent after donation.

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## CORPORATE SPONSORSHIP LEVELS

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We offer a range of corporate sponsorship options to cater to companies of all sizes. If you do not see a level that suits your needs, please let us know. We'll be happy to work with you.

### **BUILD :: \$500**

- Brand visibility via social media and at all team events (by level)
- Creative approval of all collateral featuring sponsor logos/material
- Live shout outs at all TRW events
- Tax Exempt Letter from TRW President

### **BOOST :: \$1,000**

- Brand visibility on social media and signage at all team events
- Vendor table at all TRW Tournaments
- 1-2 emails to members annually with promotional and discount material
- Private invite and public recognition at big games/tournaments
- Live shout outs at all TRW events
- Tax Exempt Letter from TRW President

### **BOOM :: \$2,000**

- Brand visibility on social media (1000+ followers), team travel (150+ members) and signage at all team events (30+)
- Opportunity to host membership events for TRW
- Vendor table at all TRW Tournaments
- 1-2 emails to members annually with promotional and discount material (approx. 500 people)
- Private invite and public recognition at big games/tournaments
- Live shout outs at all TRW events
- Tax Exempt Letter from TRW President