



Cherry Creek Bruins Football Fundraising Program

The purpose of our Touchdown Club is to help provide a great experience for any child who plays in the CCHS football program. Without funds being committed from the school or district to assist the program, we must rely on player fees, donations & sponsorships to ensure that great experience.

The coaches of Cherry Creek Football strive to have the best and safest equipment. Every year helmets and shoulder pads are professionally inspected and reconditioned, a very expensive, but necessary procedure to ensure every player's safety! The Touchdown Club provides a team meal before every Varsity game to promote unity with our football family. Additionally, costs for uniforms, travel, summer camp, administration of the program, game filming, photography, coach communication systems for in-game all are costs that come from the registration and fundraising. The Touchdown Club's efforts go a long way to ensuring these facets of the program are consistent year after year.

We, as a club, are able to make our decisions on how we want to raise and spend funds for our team and coaches. We depend on our parents/guardians to be involved, volunteer and do everything necessary for our group to keep our non-profit status to give our student athletes the best opportunities possible.

The anticipated budget per season is around \$300,000. This breaks down to an approximate cost per player of \$1,500. We charge \$1000 player fee to each family and work hard to raise the additional funds through donations, corporate sponsorships and fundraising activities throughout the Summer. Our budget is monitored by the annually elected board as well as the athletic director of Cherry Creek High School. Please be aware every dollar is responsibly spent, but also realize it takes every family to help fundraise that amount annually to make this program successful.

We know that each family has different circumstances: some fundraise everything, some fundraise a portion and donate the rest and some others donate the entire amount. We appreciate support no matter how it is raised. Most importantly any amount donated to the program is eligible as a tax-deductible benefit. It is important for all players, parents, and families to participate as much as needed or when possible, to help the entire team. We encourage everyone to over-fundraise to both help your own player and to transfer funds to other teammates who may not be so fortunate to easily meet their own fundraising goals. We truly are a family and encourage everyone to help their football family members any way that they can.

Cherry Creek Touchdown Club



Year Long Team Fundraising

****Funds raised through our King Soopers Cards & AmazonSmile program go to the general fund for the Touchdown Club to be used across all teams (please see our Corporate & Individual Sponsorship program below on how you can lower your player registration costs)**



King Soopers Cards- This is our largest “all team” effort fundraiser. King Soopers will donate 5% back to the team for all purchases made at King Soopers and all City Market Grocery stores across the country. We ask all parents, players and extended family to sign up with their current phone number they already use to partake in King Soopers rewards program.

To Use the King Soopers or City Market Community Rewards Program:

Simply encourage your participants to visit the appropriate link below..

- For King Soopers Stores - go to <http://www.kingsoopers.com>
- For City Market Stores - go to <http://www.citymarket.com>

Once logged into their King Soopers or City Market account they can search for Cherry Creek Touchdown Club Inc either by name or **GC540** and then click Enroll. New users will need to create an account which requires some basic information, a valid email address and a *loyalty* card.

*Customers must have a registered King Soopers or City Market *loyalty* card account to link to your organization.

*If a member does not yet have a King Soopers or City Market *loyalty* card, please let them know they are available at the customer service desk at any King Soopers or City Market

REMEMBER, purchases will not count for your organization until after your participants register their *loyalty* card. Participants must swipe their registered King Soopers or City Market *loyalty* card or use the phone number that is related to their registered King Soopers or City Market *loyalty* card when shopping for each purchase to count.



Amazon Smile: This is an “all team” fundraiser, which means all proceeds go to the general program and not individual accounts, but your participation keeps our individual player fundraising goal low. AmazonSmile is a website operated by Amazon that lets customers enjoy the same wide selection of products, low prices, and convenient shopping features as on Amazon.com. The difference is that when customers shop on AmazonSmile (smile.amazon.com), the AmazonSmile Foundation will donate 0.5% of the price of eligible purchases back to our team’s nonprofit account.

Step #1: Go to Amazon.com & under “Accounts & Lists” go to “Your AmazonSmile”

Step #2: Pick your charity and type in “Cherry Creek Touchdown Club”

Step #3: Utilize your new AmazonSmile Prime when ordering

Individual Fundraising via Corporate/Individual Sponsorships & Magnus Coffee

***Families have the opportunity to lower their player registration costs by bringing in new corporate or individual sponsors to the program. For every sponsor secured by a player/family, we will discount 50% of the sponsorship value from your player registration cost in 2022 up to a \$1,000 value. If your Player is included on a current year travel squad out of state that requires additional parent costs, the value of sponsorships/donations can exceed the \$1000 and help defer up to 100% of the additional travel fee for that same year. (Discounts do not carry-over into subsequent years)**



Corporate Sponsorship Ad Program- Great way to promote your business, the business you work for or the businesses within the community of Cherry Creek High School by offering them the highest level of community visibility of advertising at our games in our professionally printed program book. Your player will receive % of the donated amount and the remaining % will be used for advertising costs. To be added to our program book, applications need to be in by July 1st.

Invite potential sponsors such as local dentists, orthodontists, restaurants, realtors, landscapers, personal trainers, local gyms, etc. to donate by choosing from multiple sponsorship levels ranging from \$500-\$2500. In exchange we will offer multiple advertising options from:

- In Stadium Logo Signage
- Professional Printed Ad in our yearly Program
- Recognition by the announcer at home games
- Opportunity to distribute products or info about services provided @ home games
- Social Media and Website Recognition

Potential Sponsor Suggestions:

Dentists	Photographers	Chiropractors	Gyms	Oil/Gas Companies
Orthodontist	Driving Schools	Restaurants	Yoga Studios	Hospitals
Hair Stylists	Landscapers	Catering Companies	Massage Therapists	Urgent Care Facilities
Realtors	Lawyers	Community Colleges	Personal Trainers	Construction Co.



Magnus Coffee Fundraiser

Most of you drink coffee at home and at work. Switch to Magnus and know you are supporting our team with every cup you drink.

Cherry Creek Bruins Football and Magnus Coffee have developed a partnership to create a new source of re-occurring income to support our Champions!

When you buy Magnus Premium Coffee for your home or office, **10% of every purchase** will go towards helping offset the costs for our players and their families, whether you make a one-time purchase or buy every month!

It's truly a way to dramatically reduce the costs our team incurs by purchasing something we all drink every day--Coffee!

The first \$500 in sales for an individual player (\$50 in returned revenue to the program) goes to our general fund. Every dollar and 10% donation back to Creek after the initial \$500/\$50, goes toward offsetting the individual player's current year fee.

This is an ongoing fundraiser and thus if you earn enough to cover the current year fee and have leftover funds, we will hold that over to the next year.

