

INTERNATIONAL TAEKWON-DO ACADEMY

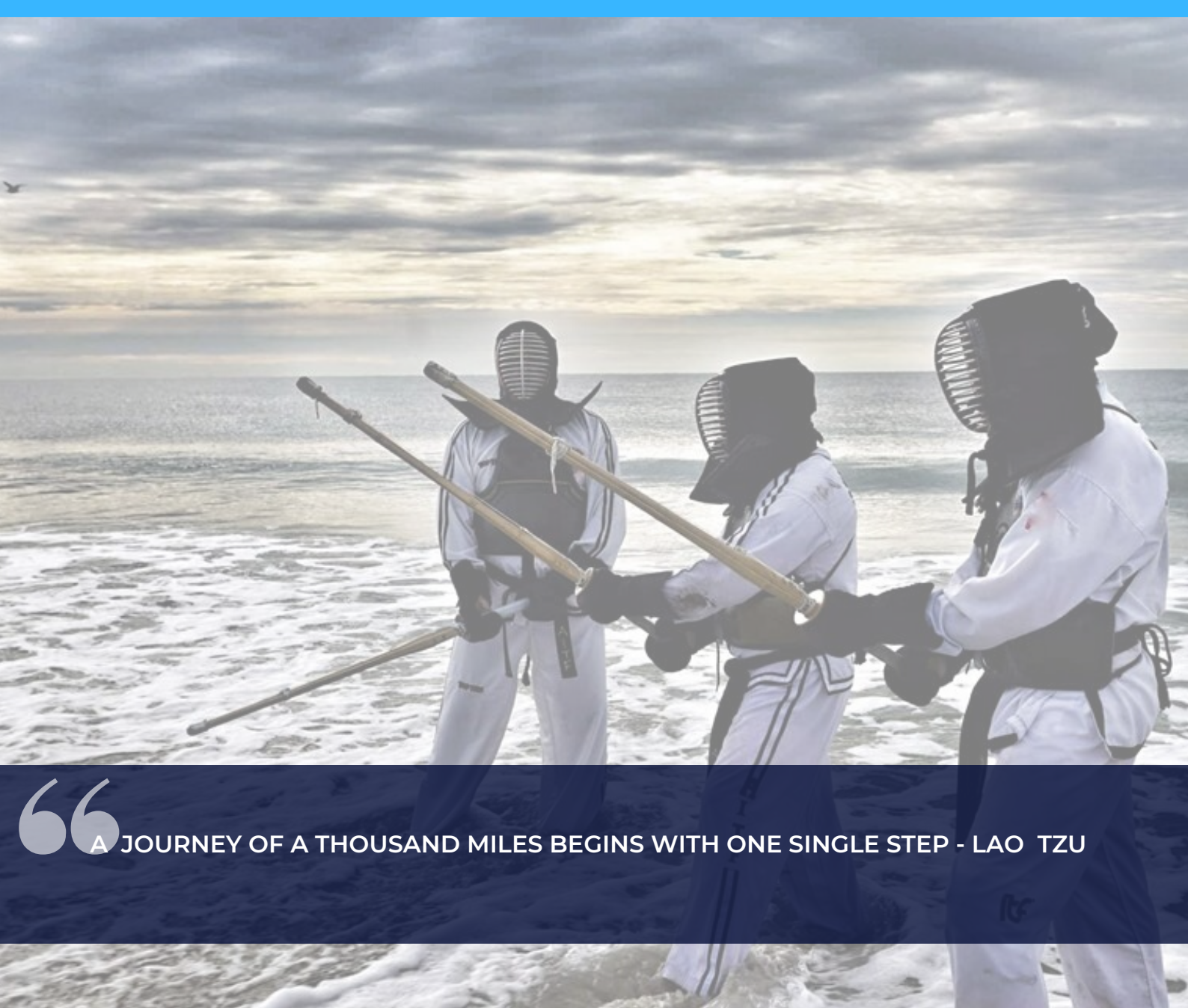
Sponsorship Proposal

Contact Person: SahyunNim Victor Teran

Telephone: 201.356.9918

Website: www.internationaltkdacademy.com

Email: info@internationaltkdacademy.com



A JOURNEY OF A THOUSAND MILES BEGINS WITH ONE SINGLE STEP - LAO TZU

TABLE OF CONTENTS

01

WELCOME LETTER	PAGE 03
ABOUT US	PAGE 04
OUR INSTRUCTOR	PAGE 05

02

OUR PROGRAMS	PAGE 06
SPONSORSHIP	PAGE 07
SPONSORSHIP BENEFITS	PAGE 08

03

SPONSORSHIP PACKAGES	PAGE 09
SPONSORSHIP FORM	PAGE 11
CONTACT US	PAGE 12

DEAR POTENTIAL PARTNER,

I am writing this letter on behalf of The International Taekwon-Do Academy. We are requesting your support as a sponsor and partner for our upcoming year of activities. As a sporting academy that engages both kids and adults, our programs are diverse and include martial arts, group fitness and self defense classes. Through these programs, our students are exposed to several local, regional, national and international martial arts competitions.

The International Taekwon-Do Academy is an award-winning sporting and martial arts training academy that focuses on promoting health and fitness among adults and kids. Beyond our martial arts and fitness programs, all our programs promote values of respect, discipline and self-confidence. We work with each student to meet their fitness goals and help them to develop strength - *both physical and mental* - to become healthier and happier individuals. As we continue to build connections with our local community, we are proud to contribute to community and youth development.

Our programs have attracted hundreds of kids and adults who consistently attend our classes and are committed to developing their strength and fitness and learning traditional Taekwon-Do techniques. Our athletes frequently attend competitions throughout the U.S. to represent our Academy and each time we receive tremendous results and outstanding achievements.

We aim to develop partnerships with community stakeholders for a successful year of activities. You assist us to successfully operate our programs and send our students to elite competitions. Sponsors can be assured of significant benefits and marketing advantages through this partnership. The International Taekwon-Do Academy frequently appears in local press for our achievements, thus offering marketing opportunities for our sponsors.

The proposal that follows outlines brief information of our Academy, its programs and the ways in which a partnership can be developed between us and you. We thank you for your time and consideration and look forward to discussing partnership opportunities with your company.

Sincerely,

SahyunNim Victor Teran

ABOUT US

The International Taekwon-Do Academy is a high-quality sporting academy that offers an array of programs in martial arts, group fitness and self defense. Our programs are aimed at holistic development, promoting both health and fitness and character development. We work with all students to meet their individual fitness goals and ensure that all students that attend our classes leave feeling healthier and happier.

Both our children and adult programs go beyond the skill of Taekwon-Do. We promote values of self-confidence, respect and discipline that persons can carry with them throughout their life.

Our mission is to inspire and motivate members by promoting health and fitness.

We focus on the development of our members by incorporating our core values, discipline, respect, and honor into our programs and activities to help students develop inner strength, grow self-confidence and build connections within our community.



ACCOMPLISHMENTS

- "Best of Jersey City" in the Martial Arts category for five (5) consecutive years
- Business Hall Of Fame for three consecutive years
- Awarded "Best School" in Championships six consecutive years
- Martial Arts Excellence Award for three consecutive years (2016 - 2019)
- Ranked Top ten "Best Master Instructor Trainer" in New Jersey 3 consecutive years
- Five (5) time New Jersey Metro Taekwon-Do Champion
- Four (4) time New Jersey State Champion
- Masters Hall of Fame (2019)
- U.S. National Taekwon-Do Champion 2019
- Two (2) time Outstanding Leadership award

OUR INSTRUCTOR



SAHYUNNIM VICTOR TERAN

Mr. Teran is an award-winning published author; fitness & a 7th degree MA trainer, Bodybuilding and fitness apparel ambassador. Mr. Teran is also a Marine Corps Combat Veteran who served in the U.S Marine Corps for several years before continuing his service with the U.S State Department providing Diplomatic and close protection to past President elect, Secretary of State(s), U.S Ambassadors, Prime Ministers and other high level dignitaries in high threat for 10.5 years. Mr. Teran is a Marine Corps close combat instructor, Tri-State and All-American National Champion. Chief instructor for the U.S Marine Taekwon-Do team. Taekwon-Do Chief instructor for a Diplomatic program overseas under the U.S Department of State. He is also an Ambassador for the American Military University, providing guidance and training to veterans and other outreach programs like the Wounded Warrior Project.

OUR PROGRAMS

At The International Taekwon-Do Academy, we offer a variety of classes for both adults and kids to meet the holistic health and developmental needs of all. We offer four main programs: Kids Martial Arts, Adult Martial Arts, Group Fitness and Self Defense.

Kids Martial Arts

We offer kids traditional teaching of Taekwon-Do with focus on fitness, character development and improved social skills. We hope that through this program, kids are able to increase their fitness levels, become more disciplined and enter into competitive and higher levels of martial arts. While our activities often include running, jumping and kicking, we ensure that all students have fun at our classes.

Adults Martial Arts

Adults also have the opportunity to learn martial arts and Taekwon-do at our academy through our adult martial arts classes. Through this program, persons are able to lose weight and strengthen their mind and body. We work with each individual to meet their fitness needs and ensure that they are able to attain confidence, self-discipline and self-defense skills.

Group Fitness

Our specialized group fitness classes are for adults looking to improve their fitness and lose weight or reach other fitness goals. These sessions provide students with support and motivation on their fitness journey and is offered in conjunction with martial arts training. These sessions utilize many military training activities and techniques which are proven to lead to improved fitness levels such as running, jogging and kick boxing.

Self Defense

At The International Taekwon-Do Academy, we also offer persons the opportunity to learn to defend themselves while working towards their fitness goals. These classes teach students to stay safe while learning targeted defense techniques for emergency situations. As dangerous encounters may happen to anyone, we train our students how to react to threats quickly and effectively.

SPONSORSHIP



We are currently seeking sponsorship for our upcoming year of activities. Each year, our students are involved in competitions and tournaments and these events attract large expenses such as competition fees, travel expenses, competition uniforms and equipment. Our estimated budget for 2020 – 2021 is outlined below.

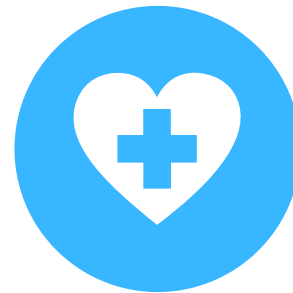
- Entry fees \$100 each x 12 events x 100: **\$120K**
- Equipment: Competition digital socks, uniforms, sweatsuits & Electronic scoring system: **\$45K**
- Out-of-State travel: \$600 wk x 4 vehicles x 5 events: **\$12K**
- AirBnB: \$10k a wk x 5 Out-of-State: **\$50K**
- Coaches certification & memberships: **\$3K**
- **TOTAL: \$230K**

SPONSORSHIP BENEFITS



BRAND AWARENESS

Forming a partnership with The International Taekwon-Do Academy allows your company to benefit from increased brand awareness through logo display on uniforms, online advertising and brand display at national and regional competitions. This allows your brand to access a new target audience and in some cases, new demographics. These consumers will be more than willing to support your brand which will help to increase your sales and profitability.



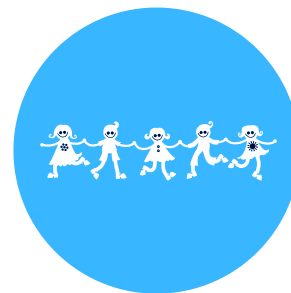
HEALTH AND FITNESS

As our Academy teaches Taekwon-do, Martial Arts, self defense and group fitness, we promote values of good health and well-being. By sponsoring our Academy, you have the opportunity to support a good cause and an organization whose mission centers on inspiring and motivating members by promoting health and fitness. Supporting causes such as these helps both kids and adults to meet their fitness goals, learn new skills and become more productive.



MARKETING OPPORTUNITIES

Our sponsors benefit from significant marketing advantages - locally, regionally and internationally as our athletes are exposed to various competitions at differing levels. Marketing is available through logo display on uniforms, brand display at competitions and media exposure (*when applicable*).



YOUTH DEVELOPMENT

Our kids martial arts program is aimed at kids from within our local community and focuses on martial arts skills, however, our approach goes beyond that. We teach them character development, leadership skills, self discipline and self confidence. By sponsoring us, you are supporting those values and supporting youth development through sport.

SPONSORSHIP PACKAGES

DIAMOND SPONSOR

\$75-100K

- The official sponsor of The International Taekwon-Do Academy 2020-2021
- Diamond sponsor recognition on our website and social media pages
- Diamond sponsor recognition plaque
- Prominent logo placement on the back of our team's t-shirts
- Front page logo or ad placement in all our print material
- Preferential advertising and marketing rights at all competitions our teams attend
- Company's banner displayed at competitions (*to be supplied by the Company*)
- Company logo on our banner for local, national & international competitions
- Radio/ Media Promotion (*where applicable*)
- Weekly promotion on all social media platforms
- Media exposure through media coverage of our team at competitions
- Logo displayed on Coaches, Parents and Supporters' t-shirts
- **Exclusivity can be discussed**

PLATINUM SPONSOR

\$50-75K

- The supporting sponsor of The International Taekwon-Do Academy 2020-2021
- Platinum sponsor recognition on our website and social media pages
- Platinum sponsor recognition plaque
- Prominent placement on the back of our team's t-shirts
- Half-page logo or ad placement in all our print material
- Secondary advertising and marketing rights at all competitions our teams attend
- Company logo on our banner for local, national & international competitions
- Radio/ Media Promotion (*where applicable*)
- Bi-Weekly promotion on all social media platforms
- Media exposure through media coverage of our team at competitions
- Logo displayed on Coaches, Parents and Supporters' t-shirts

GOLD SPONSOR

\$25-50K

- A secondary sponsor of The International Taekwon-Do Academy 2020-2021
- Gold sponsor recognition on our website and social media pages
- Gold sponsor recognition plaque
- Prominent placement on the back of our team's t-shirts
- Quarter-page logo or ad placement in all our print material
- Company logo on our banner for local, national & international competitions
- Radio/ Media Promotion (*where applicable*)
- Monthly promotion on all social media platforms
- Media exposure through media coverage of our team at competitions
- Logo displayed on Coaches, Parents and Supporters' t-shirts

SPONSORSHIP PACKAGES

SILVER SPONSOR

\$15-25K

- Silver sponsor recognition on our website and social media pages
- Placement on the back of our team's t-shirts
- Logo or ad placement in all our print material
- Company logo on our banner for local, national & international competitions
- Radio/ Media Promotion (*where applicable*)
- Monthly promotion on all social media platforms
- Media exposure through media coverage of our team at competitions
- Logo displayed on Coaches, Parents and Supporters' t-shirts

BRONZE SPONSOR

\$10K

- Bronze sponsor recognition on our website and social media pages
- Placement on the back of our team's t-shirts
- Logo or ad placement in all our print material
- Company logo on our banner for local, national & international competitions
- Radio/ Media Promotion (*where applicable*)
- Monthly promotion on all social media platforms
- Media exposure through media coverage of our team at competitions
- Logo displayed on Coaches, Parents and Supporters' t-shirts

STAR SPONSOR

\$5K

- Star sponsor recognition on our website and social media pages
- Placement on the back of our team's t-shirts
- Logo or ad placement in all our print material
- Company logo on our banner for local, national & international competitions
- Radio/ Media Promotion (*where applicable*)
- Monthly promotion on all social media platforms
- Media exposure through media coverage of our team at competitions
- Logo displayed on Coaches, Parents and Supporters' t-shirts



We are also interested in team member discounts. We encourage our team members and their families to support our sponsors.

SPONSORSHIP FORM

Organization Name: _____

Organization Contact: _____

Contact Phone: _____ Contact Email: _____

Contact Address: _____

Sponsorship Level (please circle one):

Diamond (\$75-100K) Platinum (\$50-75K) Gold (\$25-50K) Silver (\$15-25K) Bronze (\$10K) Star (\$5K)

Payment by Check (Payable to: **International Taekwon-Do Academy**)

Payment by Credit Card:

Amount to be charged to Credit Card: \$ _____

Name on Card: _____

Card Type (please circle one):

VISA MasterCard Other: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

Cardholder Signature: _____

THANK YOU!

Contact Us



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Website: www.internationaltkdacademy.com

Email: info@internationaltkdacademy.com



@ITAKICK



@internationaltkdacademy



@ITA_KICK