



Dear Elmira Athletics Community,

We're excited to announce a shift in how we raise sponsorship funds by selling signage for our athletic programs. Instead of individual teams conducting separate sponsorship efforts, we are moving to a general athletic sponsorship fund to support all teams across the fall, winter, and spring seasons. This model helps alleviate the stress of putting it on the coaches to do it on their own and of asking families and local businesses to contribute multiple times throughout the year while still supporting our student-athletes.

All money raised through sponsorships will be accessible to all included teams and used by coaches to enhance the current season — whether it's for additional equipment, team gear, or unique opportunities that directly benefit the athletes. This fund is not designed to act as a general fundraiser but rather as a sponsorship partnership that strengthens the athletic department as a whole. Sponsorship brought in will be separated in the following ways:

- 75% of the amount will be deposited directly into an account managed by the EHS Athletic Director
- 20% of the amount will be deposited in the Booster Club account to support teams/athletes
- 5% will be saved to support repairs and maintenance of the track and gym sponsorship scoreboards

There will be opportunities for sponsors to be recognized throughout all three seasons, creating consistent visibility and appreciation for their support. This approach not only streamlines fundraising efforts but also builds a sense of community and shared investment in all of our athletic programs.

We believe this shift will provide greater stability, equity, and support for all teams while allowing you as coaches to focus on what matters most – developing our student-athletes and helping them succeed both on and off the field.

If you have any questions or concerns, please contact us at your convenience. Go Falcons!

Sincerely,

Gary Carpenter  
FRSD Superintendent

Cydney Vandercar  
EHS Principal

Emmy Erwin  
EHS Athletic Director