HELP US

change the future of youth shooting sports

SPONSORSHIP OPPORTUNITIES

Photo by: Hayley Wilson

USA Midway Foundation

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

MIDWAYUSAFOUNDATION.ORG

877.375.4570

The MidwayUSA Foundation is a 501(c)(3) public charity working to sustain and grow the shooting sports industry by providing long-term funding to youth shooting teams. Every donation made is tax-deductible and allows the Foundation to assist in expanding and enhancing the leadership skills, confidence, and discipline of today's youth through shooting sports activities.

"BEING ON THE RIFLE TEAM HAS GIVEN ME PURPOSE... IT MAKES ME HAPPY AND IT HAS GIVEN ME A GROUP OF FRIENDS WHO HAVE BECOME MY FAMILY."

JOIN US IN MAKING AN IMPACT

$165M+
IN YOUTH SHOOTING SPORTS ENDOWMENTS

$27M+
IN CASH GRANTS PAID

2,800+
YOUTH SHOOTING TEAM ENDOWMENTS

250,000+
COACHES, ATHLETES, & PARENTS

As of 1.1.2020

Most of America's youth want to be part of a team - something bigger than themselves. They desire to participate in a team sport that aligns with their passion or is more challenging on a personal level. Fortunately, the myriad of youth shooting sports teams across our country allow those young people to develop a competitive skill, join a team, and compete against their peers while learning social skills, leadership, sportsmanship, and the value of winning and losing. In addition to friendships, they develop confidence, discipline, respect, and character.

By donating or becoming a sponsor of the MidwayUSA Foundation you will ensure we positively change the future of youth shooting sports, together!

SUPPORTING ALL DISCIPLINES - HIGH SCHOOL & COLLEGE

Action | Air Pistol | Air Rifle | Blackpowder | High Power Rifle | Shotgun | Smallbore | Pistol

SPECIAL PURPOSE ENDOWMENTS

To further enhance and expand youth shooting sports activities, the MidwayUSA Foundation has created unique endowments to fill additional needs of the industry.

COACH TRAINING ENDOWMENT

Qualified coaches are an integral piece to the expansion of youth shooting sports. The **Coach Training Endowment** helps organizations fund the training and certification of shooting coaches that will coach new or existing youth shooting teams.

RANGE DEVELOPMENT ENDOWMENT

As coaches are critical to youth shooting sports, so too is a place to shoot. The **Range Development Endowment** is meant to help fill that need by encouraging existing ranges to allow for more youth-oriented shooting activities through improvements or expansions.

DONOR-ADVISED FUNDS

A **Donor-Advised Fund** (DAF) allows a donor or organization to create their own endowment and advise the Foundation where they would like the annual cash grant to go. The DAF grant can go to one team, multiple teams, a region of teams, or a specific discipline and each year the designee(s) can be changed, if desired.

FOUNDATION FOREVER ENDOWMENT

We are able to allot 100% of each donation to the intended endowment because we fund our operating costs separately. Donations to the **Foundation Forever Endowment** (FFE) go directly to funding future Foundation operating costs, from salaries to logistics. The intent of the FFE is to fund the Foundation in perpetuity, just like the team endowments.

MATCHING FUND

The Foundation already provides matching as a major incentive for team and organizational endowment fundraising and independent donations. Sponsors can provide additional matching dollars to support a specific area, a shooting discipline, a state, or all teams across the nation. We will gladly tailor a matching plan to meet the goal(s) of the donor or sponsor.

SPONSORS CAN GIVE TO THE ENDOWMENT OF THEIR CHOICE

In addition, every shooting team can receive a donation to their earmarked endowment right through the MidwayUSA Foundation website and that donation is matched.

"THIS PROGRAM IS NOT JUST ABOUT SHOOTING, IT'S ABOUT BUILDING THE CHARACTER OF OUR KIDS. WE HOPE TO NEVER HAVE TO TURN AWAY A CHILD OR FAMILY FROM OUR PROGRAM BECAUSE THEY CANNOT AFFORD THE COST."

DONATE WITH CONFIDENCE

MidwayUSA Foundation exceeds all standards in accountability and transparency.

Check us out on the following sites:

CHARITY NAVIGATOR ★★★★ Four Star Charity

GUIDESTAR PLATINUM PARTICIPANT

GREAT NONPROFITS

MIDWAYUSA FOUNDATION
6001 WEST VAN HORN TAVERN RD SUITE C
COLUMBIA, MO 65203
877.375.4570
MIDWAYUSAFOUNDATION.ORG

MidwayUSA Foundation is synonymous with youth shooting sports. Sponsoring our Foundation allows you to forge connections with the athletes and supporters, gaining immediate visibility and recognition while developing brand loyalty with the future of the industry.

SPONSORSHIP LEVELS

WE OFFER A VARIETY OF PARTNER LEVELS

Every contribution makes a difference.

PODIUM SPONSOR
($1,000 TO $9,999)

- Company logo included on MidwayUSA Foundation website Sponsors page with link to sponsor's website homepage
- Opportunity to place free promotional material in coach meeting packets (sponsor-supplied/1 year quantity)
- Company logo on select MidwayUSA Foundation communications
- Recognition in annual newsletter

ELITE SPONSOR
($10,000 TO $24,999)

All benefits of the Podium Sponsor plus:

- Company logo included on MidwayUSA Foundation website homepage
- MidwayUSA Foundation social media acknowledgment with sponsor logo and content
- National press release announcing sponsorship
- Special invitations to future exclusive events
- MidwayUSA Foundation Elite Sponsor plaque

CHAMPION SPONSOR
($25,000 TO $49,999)

All benefits of Elite Sponsor plus:

- Company logo included on MidwayUSA Foundation team and public communications
- MidwayUSA Foundation targeted and ongoing social media acknowledgment with sponsor logo and content (Blog, Facebook, Twitter, and LinkedIn)
- Sponsor logo added to MidwayUSA Foundation event banners
- MidwayUSA Foundation Champion Sponsor plaque

LEGACY SPONSOR
($50,000+)

All benefits of Champion Sponsor plus:

- Company logo included on MidwayUSA Foundation website team pages (2,800 total pages)
- Presenting sponsor of special event
- MidwayUSA Foundation Legacy Sponsor plaque

DONATE PRODUCT

The Foundation offers free products to allow youth shooting teams to conduct local fundraisers. The proceeds are then split between their endowment for long-term funding and their local bank account to fund short-term needs. Your products can be offered through this program to gain brand recognition and customer loyalty.