

THE COLONY HIGH SCHOOL Cougars Volleyball

5A Region I District 6

2026–2027 Season Guide

Sponsorships • Booster Membership • Cougar Cub Club • Cougar Challenge
Every way to be part of the Cougars this year.

The Colony HS Volleyball Booster Club

A registered 501(c)(3) non-profit • EIN 82-2719965
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The Colony Cougars Volleyball

2026–2027 Season Guide

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The Colony Cougars

The Cougars are the pride of The Colony — a Lewisville ISD volleyball program that has built a tradition of athletic excellence, teamwork, leadership, and community engagement. Competing in UIL 5A Region I District 6, our three-level program (Varsity, JV, and Freshman) develops student-athletes on and off the court under the leadership of Head Coach Taryn Usher.

Coach Usher's philosophy integrates skill-building with character development, preparing young women for success in sports, academics, and life. Off the court, our players are active in community service — volunteering at local events, running youth clinics, and giving back to the community that supports them.

The program is supported by the TCHS Volleyball Booster Club, a 501(c)(3) non-profit organization dedicated to fundraising, organizing events like the annual Cougar Challenge tournament, and promoting our team's achievements. Every dollar of support comes back to the program.

What Your Support Funds

- Equipment, uniforms, and training resources that supplement what the district provides
- Team travel to tournaments (buses, entry fees, lodging support)
- Community service programs and youth clinics run by our players
- Senior Night, banquet, and end-of-season recognition
- The annual Cougar Challenge Spring Community Volleyball Tournament
- Team meals during tournament weekends and season play
- Concessions program that also brings community together during home games

Coaching Staff

Our student-athletes are guided by coaches who bring championship-caliber experience and a commitment to developing the whole athlete.

Head Coach — Taryn Usher

Coach Usher leads the Cougars program with a philosophy that integrates skill-building with character development. Her focus on off-court growth has led to increased community involvement — players volunteer at local events, run youth clinics, and give back to the community that supports them. Under her leadership, the program emphasizes teamwork, resilience, and preparation for success beyond high school.

Assistant Coach — Coach Dykes

New to the Cougars staff for the 2026–2027 season, Coach Dykes brings elite-level playing experience to The Colony. A Flower Mound, Texas native, she played Division I volleyball at the University of South Florida and East Tennessee State University — playing every set of her four-year college career as a setter.

Coach Dykes was named American Athletic Conference Setter of the Year at USF and Southern Conference Setter of the Year at ETSU, helping both programs win conference championships along the way. She joins our staff excited to help our athletes grow and to contribute to a positive, competitive culture on and off the court.

Coach Harrell

Coach Harrell returns to the Cougars coaching staff for the 2026–2027 season. Full bio coming soon — check tchsvolleyball.com and [@tccougarvb](https://www.instagram.com/tccougarvb) on Instagram for the introduction.

Coach TBD

A fourth coach joins the Cougars staff for the 2026–2027 season. Details and bio coming soon — check tchsvolleyball.com and [@tccougarvb](https://www.instagram.com/tccougarvb) on Instagram for the introduction.

Together, our full coaching staff brings championship experience and character-first leadership to the Cougars program.

2026 Season Schedule

The Cougars compete in a full schedule from August through October, including three varsity tournaments, district competition, and multiple themed home nights. District matches — against Denton Ryan, Richland, Reedy, Panther Creek, Denton High, and Lone Star — are marked with an asterisk (*) and are the games that determine playoff standing.

Match times are listed as Freshman / JV / Varsity where all three teams play; tournament dates and JV/Freshman-only events are noted separately. Full match schedule is on the following page.

Schedule at a Glance

- 23 dates on the calendar between August 11 and October 23
- 12 district matches against Denton Ryan, Richland (Prosper), Reedy, Panther Creek (Frisco), Denton High, and Lone Star (Frisco)
- 6 home district dates: Sept 8 Denton Ryan, Sept 11 Richland, Sept 15 Reedy, Sept 25 Denton High (Feeder School Night), Oct 13 Panther Creek (Senior Night), Oct 23 Lone Star (Pink Out)
- 3 varsity tournaments early season — Garland (Aug 14-15), Glen Rose (Aug 20-22), Arete (Aug 27/29)
- JV and Freshman also compete in dedicated tournaments — Arete Freshmen (Sept 3/5), Frisco ISD Round Robin (Sept 12), Celina JV Tourney (Sept 26)

Themed Home Nights — Sponsor & Community Opportunities

- Sept 4 vs. Little Elm — Teacher Night
- Sept 25 vs. Denton High — Feeder School Night (also a district match)
- Oct 13 vs. Panther Creek — Senior Night (also a district match)
- Oct 23 vs. Lone Star — Pink Out (also a district match)

2026 Match Schedule

Date	Opponent / Event	H / A	Times (F / JV / V)	Special
Aug 11	Anna	Home	5:30 / 5:30 / 6:30	
Aug 14–15	Garland (Varsity Tourney)	Away	See tourney info	
Aug 18	Lake Dallas	Home	5:00 / 5:00 / 6:00	
Aug 20–22	Glen Rose (Varsity Tourney)	Away	See tourney info	
Aug 25	Emerson (McKinney)	Away	5:30 / 5:30 / 6:30	
Aug 27/29	Arete (Varsity Tourney)	Away	See tourney info	
Sept 1	Lebanon Trail	Away	5:30 / 5:30 / 6:30	
Sept 3/5	Arete (Freshmen Tourney)	—	F only	
Sept 4	Little Elm	Home	6:30 / 6:30 / 5:30	★ Teacher Night
Sept 8	Denton Ryan *	Home	5:30 / 5:30 / 6:30	★ District
Sept 11	Richland (Prosper) *	Home	6:30 / 6:30 / 5:30	★ District
Sept 12	Frisco ISD Round Robin	Away	JV / F only	
Sept 15	Reedy *	Home	5:30 / 5:30 / 6:30	★ District
Sept 18	Panther Creek (Frisco) *	Away	6:30 / 6:30 / 5:30	★ District
Sept 25	Denton High *	Home	5:30 / 5:30 / 6:30	★ District / Feeder School Night
Sept 26	Celina (JV Tourney)	Away	JV only	
Sept 29	Lone Star (Frisco) *	Away	5:30 / 6:30 / 6:30	★ District
Oct 2	Denton Ryan *	Away	6:30 / 6:30 / 5:30	★ District
Oct 6	Richland (Prosper) *	Away	5:30 / 5:30 / 6:30	★ District
Oct 9	Reedy *	Away	6:30 / 6:30 / 5:30	★ District
Oct 13	Panther Creek (Frisco) *	Home	5:30 / 5:30 / 6:30	★ District / Senior Night
Oct 20	Denton High *	Away	5:30 / 5:30 / 6:30	★ District
Oct 23	Lone Star (Frisco) *	Home	6:30 / 6:30 / 5:30	★ District / Pink Out

Schedule reflects information published by the coaching staff. #DRIVEN

Ways to Get Involved

There's a way for everyone to be part of TCHS Volleyball — whether you're a parent, a young fan, a local business, or a community supporter. The four programs below all support the Cougars in different ways. Full details for each are on the following pages.

Booster Membership	Cougar Cub Club	Business Sponsorship	Cougar Challenge
For families	For young fans	For local businesses	For businesses & community
\$35 / family or 2 adults	\$100 per Cub	\$250 – \$10,000+	\$100 – \$5,000+
Participate in booster business, volunteer, vote at meetings	Kids grades 1st–8th enjoy VIP access, T-shirt, on-court fun	Full-season visibility: 6 tiers plus à la carte	Spring tournament (May 2026) sponsorship: event-day visibility, team entries
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Not sure where you fit? Reach out to us at info@tchsvolleyball.com and we'll help you find the best way to get involved.

Booster Club Membership

\$35 per family or 2 adults • August 1 – July 31

The TCHS Volleyball Booster Club is a group of parents and community members who together make the Cougars program possible. If you have a player in the program — Varsity, JV, or Freshman — this is your community.

Membership includes

- Voting rights at booster club meetings (only paid members participate in club business)
- Access to our members-only SportsYou communication group (schedules, updates, volunteer sign-ups)
- Opportunity to serve on standing committees (Fundraising, Fan Gear, Concessions, Special Events, Communications)
- Invitation to help coordinate team activities, meals, and community events
- Direct input into how the booster club supports the program

What we do together

- Set annual dues and budget for the year
- Coordinate concessions at home games
- Run the Cougar Challenge community tournament
- Organize spirit wear, Senior Night, and end-of-season banquet
- Manage booster club finances transparently — audited annually
- Create opportunities for our players to grow and develop on and off the court

Sign up

- Membership form available at tchsvolleyball.com or from any board member
- Dues payable by check to "The Colony HS Volleyball Booster Club" or Venmo (contact info@tchsvolleyball.com)

Cougar Cub Club

Be Loud. Be Proud. Be a Cougar Cub!

\$100 per Cub • Grades 1st – 8th

The Cougar Cub Club is a great way to get young fans involved with The Colony High School Volleyball teams. Kids in 1st through 8th grade become part of the Cougars family for the entire 2026 season — with VIP access, on-court experiences, and their very own gear.

Club Member Benefits

- VIP LANYARD to get into district home games — no ticket required, just walk in and cheer
- ON-THE-FLOOR access for varsity lineups and the national anthem
- FREE CONCESSION STAND items of the week — a snack or drink on us at each district home game
- SIGNED TC VB POSTER — official team poster autographed by the Cougars
- T-SHIRT — Cougar Cub Club member shirt to wear at games
- PERSONAL MOTIVATION LETTERS — handwritten notes from the Cougars to their Cub

Why this matters

The Cougar Cub Club isn't just a fan club — it's how we build the next generation of Cougars. Today's Cub is tomorrow's varsity setter. Through the club, kids get inspired by the current team, feel part of something bigger, and see themselves as future Cougars.

For our current Cougars, having Cubs cheer them on — kids they've written letters to, kids who look up to them — is one of the season's most rewarding experiences.

Sign up your Cub

- \$100 per Cub, one-time payment for the full 2026 season
- Sign up at tchsvolleyball.com or contact info@tchsvolleyball.com
- Payment by check (payable to "The Colony HS Volleyball Booster Club") or Venmo
- Cub Club gear and lanyards distributed before the first home game of the season

Support our team, BUILD our future, BE a Cougar Cub!

Business Sponsorships

\$250 – \$10,000+ • Full-Season Visibility for Local Businesses

Business sponsorships put your logo in front of hundreds of home-game attendees, thousands of social media impressions, and the entire Cougars community throughout the 2026–2027 season. Every dollar comes back to the program, and your business gets meaningful visibility that traditional local advertising can't match.

Why Partner With TCHS Volleyball?

- Community Impact — Your sponsorship funds uniforms, travel, equipment, community service programs, and the Cougar Challenge tournament
- Business Exposure — Reach 200–500 attendees per home game, plus 1,000–3,000 social media impressions per Instagram post (projected)
- Tax Advantages — Contributions are tax-deductible through our 501(c)(3) status; consult your tax advisor
- Customized Partnerships — In-kind donations (apparel, food, services) receive equivalent tier placement based on retail value
- Relationship Building — Game tickets, banquet invites, Cougar Challenge tournament access, and direct engagement with the team

2026–2027 Sponsorship Tiers

Six Cougar-themed tiers to fit businesses of every size. Every tier includes recognition on our website, social media, sponsor wall, and a thank-you certificate. À la carte options are available for businesses that want lighter-touch support — see the next page.

Cougar Fan	Bronze Cougar	Silver Cougar	Gold Cougar	Platinum Cougar	Diamond Cougar
\$250 – \$499	\$500 – \$999	\$1,000 – \$2,499	\$2,500 – \$4,999	\$5,000 – \$9,999	\$10,000+

Sponsorship Benefits by Tier

The table below shows what each business sponsorship tier includes for the full 2026–2027 season. Benefits activate upon receipt of payment and logo.

Benefit	Fan	Bronze	Silver	Gold	Platinum	Diamond
Investment	\$250–\$499	\$500–\$999	\$1K–\$2.5K	\$2.5K–\$5K	\$5K–\$10K	\$10K+
Website logo & link	✓	✓	✓	✓	✓	✓
Sponsor Wall recognition	Mention	Mention	Small plaque	Small plaque	Prominent plaque	Prominent plaque
Social media posts / season	1	1	3	5	8	12
Thank-you certificate	✓	✓	✓	✓	✓	Custom plaque
Team Spirit Wear	—	1 item	2 items	2 items	Custom w/ logo	Custom w/ logo
Media Guide ad	—	—	1/8 page	1/4 page	1/2 page	Full page (prime)
Home game tickets	—	—	2 (game of choice)	4 (game of choice)	2 VIP season	4 VIP season
Logo on sponsor banner	Small logo	Standard logo	Medium logo	Large logo	Large logo, upper section	Largest, top of banner
Individual banner (yours to keep)	—	—	3' x 5'	4' x 6'	4' x 6' + prime placement	4' x 6' + prime placement + custom design
PA announcements / season	All home games	All home games	All home games	All home games	All home games	All home games
Pre-game hype video	Name mention	Name in listing	Listing with logo	Prominent listing with logo	15-sec commercial	30-sec commercial
On-court sponsor moment	—	—	Game ball delivery (1x)	Ceremonial first serve at home district match	Ceremonial first serve at home district match + halftime check presentation	Presenting sponsor of Senior Night or Pink Out + ceremonial first serve + team photo op
End-of-season banquet	Recognition	Recognition	Recognition	Recognition + 2 tickets	Recognition + 4 tickets	Recognition + 4 tickets + VIP seating
Cougar Challenge team entry	—	—	—	1 entry	2 entries	4 entries + naming rights
Community event co-sponsorship	—	—	Co-sponsor	Co-sponsor	Co-sponsor	Co-sponsor

About the banners: All sponsors receive logo placement on a single combined sponsor banner displayed at every home match, with size and placement scaling by tier. Silver Cougar and above also receive their own individual banner displayed throughout the season — yours to take home as a keepsake at the end of the season. • Social media reach figures are projected and not guaranteed.

À La Carte Options

Not ready for a full-tier commitment? Pick the specific support that works for your business. À la carte options are perfect for first-time supporters, businesses testing the waters, or targeted campaigns.

Option	Price	What's included
Single social media post	\$100	One dedicated Instagram post featuring your business (~1,000–3,000 impressions projected)
Website logo (season)	\$150	Your logo with link on our Sponsor Wall page for the full 2026–2027 season
Single PA announcement	\$150	Your business name announced at one home game of your choice
Media guide ad — 1/8 page	\$100	Business-card size ad in the Senior Night printed program
Media guide ad — 1/4 page	\$175	Quarter-page ad in the Senior Night printed program
Media guide ad — 1/2 page	\$300	Half-page ad in the Senior Night printed program
Media guide ad — full page	\$500	Full-page ad in the Senior Night printed program
In-kind donation	Varies	Products, services, or gift cards — retail value counts toward tier recognition if you want it credited

Mix & match

À la carte options can be combined. A business that wants a 1/8-page media guide ad (\$100) plus one social media post (\$100) plus one PA announcement (\$150) totals \$350 — mixing the specific benefits that fit them best without committing to a full tier.

If your combined à la carte total reaches a full tier amount, we're happy to recognize you at that tier — just let us know when you sign up.

Cougar Loyalty — For Our Returning Partners

If your business supported us during the 2025–2026 season OR sponsored the May 2026 Cougar Challenge, thank you. When you renew for the 2026–2027 season, we automatically bump your recognition up one tier and add the Cougar Loyalty Partner mark to your logo throughout the season.

How the tier upgrade works

Your 2026–27 contribution	Normal tier	With Cougar Loyalty
\$250 – \$499	Cougar Fan	Bronze Cougar
\$500 – \$999	Bronze Cougar	Silver Cougar
\$1,000 – \$2,499	Silver Cougar	Gold Cougar
\$2,500 – \$4,999	Gold Cougar	Platinum Cougar
\$5,000 – \$9,999	Platinum Cougar	Diamond Cougar
\$10,000+	Diamond Cougar	Diamond + custom partnership

Example: ABC Company gave \$1,000 last year. They renew at \$1,000 this year and are recognized as **Gold Cougar** — one tier above the standard Silver Cougar. Their logo carries the Cougar Loyalty mark all season.

Bonus for Cougar Challenge sponsors

Your 2026 Cougar Challenge sponsor banner is displayed at Cougar home matches throughout the 2026–2027 season, extending visibility for our tournament partners well beyond the tournament itself.

Cougar Challenge Spring Tournament

The Colony High School Arena • Spring 2027

The Cougar Challenge is our annual spring community volleyball tournament — now in its 6th year. The event brings together 20+ local teams (up to 10 players each) for a fun, competitive evening of volleyball while supporting the Cougars program.

The tournament typically hosts 250+ players, families, and spectators, plus reaches 5,000+ social media impressions in the lead-up. It's one of our largest community-building events of the year — and a great sponsorship opportunity for businesses that want event-specific visibility.

Tournament Sponsorship Tiers

The Cougar Challenge has its own sponsorship structure — separate from season sponsorships — with volleyball-themed tier names and event-specific benefits.

Tier	Investment	Signature Benefits
Setter	\$100–\$249	Logo on website & digital programs, social media thank-you, post-event recognition
Spiker	\$250–\$499	All Setter benefits + banner display at arena, PA announcements (4–6), listing in printed programs
Libero	\$500–\$999	All Spiker benefits + dedicated booth/table space, event signage, featured social post
Ace	\$1,000–\$2,499	All Libero benefits + logo on team warm-ups/T-shirts, ONE complimentary team registration, on-court shoutout
Champion	\$2,500–\$4,999	All Ace benefits + headline "Sponsored by" branding, TWO complimentary team registrations, premium booth, 8+ PA announcements
MVP	\$5,000+	All Champion benefits + Title/Presenting Sponsor (event named after your business), THREE team registrations, category exclusivity, VIP passes

In-Kind Sponsorship

Donate products or services (concessions food, prizes, gift cards, gear) for credit toward a tier valued at retail price. This is a great option for local businesses that want to participate with minimal cash outlay.

Timing

- Tournament date and details announced each January at tchsvolleyball.com
- Contact us by April 1 to secure sponsorship (top tiers are limited)
- Full Cougar Challenge sponsorship guide available separately from info@tchsvolleyball.com

How to Get Involved

Whatever program fits — booster membership, Cougar Cub Club, business sponsorship, or Cougar Challenge tournament — we make it easy to sign up.

Contact

- General inquiries — info@tchsvolleyball.com
- Booster Club President, Mike Ensweiler — mike.ensweiler@yahoo.com — 972-922-1178
- Head Coach Taryn Usher — through The Colony High School at (469) 713-5178
- Website — tchsvolleyball.com
- Instagram — [@tccougarvb](https://www.instagram.com/tccougarvb)
- Facebook — TCHS Volleyball

Payment Methods

- Check — payable to "The Colony HS Volleyball Booster Club"
- Mail to — The Colony HS Volleyball Booster Club, c/o The Colony High School, 4301 Blair Oaks Dr, The Colony, TX 75056
- Electronic — Venmo and online options available; contact info@tchsvolleyball.com for details
- In-kind donations — retail value counts toward tier placement; describe goods/services in your commitment

Tax Deductibility

The TCHS Volleyball Booster Club is a registered 501(c)(3) non-profit organization (EIN 82-2719965). Sponsorship and donation contributions are tax-deductible to the extent allowed by law. We provide receipts for all contributions and are happy to provide any documentation your accountant may need. Consult your tax advisor for specifics.

Timing for the 2026–2027 Season

- August 5, 2026 — Season kickoff parent meeting (booster membership drive)
- August 11, 2026 — First home match vs. Anna, 6:00 p.m.
- August 11 – October 23 — Match schedule (see full schedule earlier in this guide; 12 district matches marked with *)
- Playoffs follow the district schedule for qualifying teams
- Spring 2027 — Cougar Challenge tournament
- Sponsorships should be committed by early August to activate for the full season; later commitments prorated

Thank you for supporting the Cougars. Every dollar of your contribution comes back to the program — and we can't wait to see you at a home game this season.