



The Colony High School
Women's Volleyball
Sponsorship Guide
2025-2026

Introduction

The Colony High School Women's Volleyball Team, known as the Cougars, is a proud part of Lewisville Independent School District (LISD) in The Colony, Texas. Competing in UIL Class 5A Region II District 12, the team fosters athletic excellence, teamwork, leadership, and community spirit among its student-athletes. Under the leadership of **Head Coach Taryn Usher**, the program places a strong emphasis on community service initiatives—such as volunteering at local events, food drives, and youth clinics—and holistic development of young ladies both on and off the court. Coach Usher's philosophy integrates skill-building with character growth, preparing athletes for success in sports, academics, and life beyond high school.

As part of our commitment to community engagement, the team hosts the annual Cougar Challenge Spring Community Volleyball Tournament. This event, now in its 5th year, brings together players from the local area for a fun, competitive day of volleyball. The next tournament is scheduled for Friday, May 1, 2026, starting at 5:30 PM at The Colony High School gym, with a \$150 entry fee per team (up to 10 players). Registration opens January 2026 at www.tchsvolleyball.com. The tournament promotes community bonding, youth participation, and supports the booster club's fundraising efforts for team resources, service projects, and tournament logistics.

The program is supported by The Colony HS Volleyball Booster Club, a 501(c)(3) nonprofit organization dedicated to fundraising, organizing events like the Cougar Challenge, and promoting the team's achievements. Sponsoring our team offers local businesses and organizations valuable exposure while contributing to essential needs like equipment, travel expenses, uniforms, training resources, community outreach programs, and tournament operations. Your support helps empower these young women to excel, give back to the community, and represent The Colony with pride.

Team Overview and Achievements

- **Program Structure:** The volleyball program encompasses three levels—Varsity, Junior Varsity (JV), and Freshman teams—offering opportunities for athletes at different stages of their high school careers. This multi-tiered approach ensures a developmental pathway, with the Varsity team competing at the highest level, JV building skills for future varsity play, and the Freshman team fostering new talent, all under Coach Usher's guidance.
- **Current Season (2025-2026):** The Cougars are in the midst of a competitive fall season, focusing on growth, resilience, and community involvement under Coach Usher. The team has shown determination in district play with notable wins and hard-fought matches.
- **Roster Highlights:** The varsity team features a mix of experienced players and emerging talent, emphasizing teamwork and versatility. While specific player details are available on MaxPreps, the squad includes skilled setters, hitters, blockers, and defensive specialists committed to excellence and service.
- **Schedule Snapshot:** [TCHS Schedule](#)
- **Historical Achievements:** The Cougars maintain a strong tradition of district competition and player development, with alumni advancing to collegiate programs. Recent seasons highlight a commitment to improvement, including participation in regional tournaments and community service projects. Coach Usher's focus on off-court growth has already led to increased involvement in local charities, fostering well-rounded athletes.

Sponsorships directly enhance our program's resources, enabling more community service opportunities, competitive edges, and tournament success.

Why Sponsor the Cougars?

Partnering with the Cougars provides impactful benefits while aligning your brand with positive community values:

- **Community Impact:** Contributions support athletic development, equipment upgrades, travel, community service initiatives, and the Cougar Challenge tournament. Funds ensure accessibility for all athletes and amplify programs like youth volleyball clinics and local volunteer efforts.
- **Business Exposure:** Reach thousands of families, fans, and community members through home games (averaging 200-500 attendees), social media (Instagram @tccougarvb with engaging posts reaching upwards of 1,000-3,000 impressions each, projected and not guaranteed), school events, online platforms, and tournament visibility.
- **Tax Advantages:** Donations to our 501(c)(3) booster club are tax-deductible; consult your tax advisor for details.
- **Customized Partnerships:** We tailor packages to your goals, including in-kind donations (e.g., apparel, food for events, or services) valued equivalently.
- **Relationship Building:** Enjoy perks like game tickets, banquet invites, tournament access, and direct engagement with the team, demonstrating your commitment to youth development and local pride.

Successful booster programs across the US emphasize these mutual benefits to create lasting sponsor relationships.

Past support has funded new uniforms, tournament travel, and service projects, leading to stronger team performance and community ties.

Sponsorship Levels

Drawing from best practices in high school booster clubs nationwide—such as tiered packages with scalable visibility, event perks, and digital exposure—we offer flexible levels starting at \$500 and culminating at \$10,000+. Each includes recognition on our website and social media and a thank-you certificate. Benefits scale with contribution, incorporating elements like banners, social media, and exclusive experiences adapted for volleyball. For levels at \$2,500 and above, sponsors receive a team entry into the Cougar Challenge Spring Tournament.

	Bronze	Silver	Gold	Platinum	Diamond
TCHS Volleyball	\$500 - \$999	\$1,000 - \$2,499	\$2,500 - \$4,999	\$5,000 - \$9,999	\$10,000+
Cougar Challenge Community Tournament	Invitation	sponsor listing	1 team entry fee, sponsor listing	2 team entry fee, sponsor listing	4 team entry fee, Title sponsor with naming rights
Home game Pre-game Hype video	listing	listing with logo	listing with logo/prime placement	15 second commercial	30 second Commercial
Home Game tickets	2 tickets to game of your choice	4 tickets to game of your choice	4 tickets to 2 games of your choice	2 VIP Section Season tickets	4 VIP section season tickets
Logo/link on website	✓	✓	✓	✓	✓
Media Guide Ad / Promotional Material Distribution	1/8 page	1/4 page	1/2 page	Full page	Full Page w/ prime placement
Recognition on Sponsorship Wall	mention	small plaque	small plaque	prominent plaque	prominent plaque
Social Media Shoutout per season	1	3	5	8	12
Team Poster	Recognition & receipt	Recognition & receipt	Recognition & receipt	Recognition & receipt	Recognition & receipt
Team Spirit Wear	1 item	2 Items	2 items	Custom with your logo	Custom with your logo
Thank you certificate	✓	✓	✓	✓	customized plaque
Community Event	Invitation	Co-sponsorship	Co-sponsorship	Co-sponsorship	Co-Sponsorship
Banner in gym		3'x 5'	4'x 6'	4'x 6'	4'x 6' with prime placement
PA Announcement at Home Games		2/season	4/season	8/season	All home games
Sponsor a district match: Throw ceremonial first serve and special recognition			✓	✓	✓
End of Season Banquet	Recognition	Recognition	2 tickets	4 tickets	4 tickets with VIP seating

These packages can be customized, including a la carte options (e.g., single social media post for \$100 or banner-only for \$250). In-kind donations receive equivalent tier placement.

How to Become a Sponsor

1. **Select a Package:** Review levels and choose one that aligns with your budget and objectives.
2. **Express Interest:** Contact Head Coach Taryn Usher or the booster club to discuss customization.
3. **Submit Materials:** Provide your high-resolution logo (PNG/JPEG) and any promotional content.
4. **Complete Payment:** Donate via check payable to "The Colony HS Volleyball Booster Club" or online (contact for options).
5. **Activation:** Benefits begin upon receipt, with ongoing communication to maximize value.

Sponsor Contract

Please complete and return this form to secure your sponsorship.

- ☐ Bronze (\$500 - \$999)
- ☐ Silver (\$1,000 - \$2,499)
- ☐ Gold (\$2,500 - \$4,999)
- ☐ Platinum (\$5,000 - \$9,999)
- ☐ Diamond (\$10,000+)
- ☐ A La Carte/Custom (Specify: _____ Amount: \$_____)

Note: Social media reach is projected and not guaranteed.

Sponsor/Business Name: _____

Contact Person: _____ Phone: _____ Email: _____

Mailing Address: _____

Amount/Check #: _____

Number of Program Copies Requested: _____ (One complimentary; additional upon request)

Sponsor Signature: _____ Date: _____

Make checks payable to: The Colony HS Volleyball Booster Club, c/o The Colony High School, 4301 Blair Oaks Dr, The Colony, TX 75056.

For inquiries, contact Head Coach Taryn Usher via the school at (469) 713-5178 or through info@tchsvolleyball.com. We appreciate your partnership in supporting these dedicated young athletes!

Thank you for investing in the Cougars
— we're excited to serve up success
together!

