



Tora Jutsu Sponsorship



Overview



Heber Valley Martial Arts (HVMA) is a non-profit martial arts school, with students ages 5 and up. Tora Jutsu builds character, self-discipline, respect, and confidence through structured training exercises. The main purpose of martial arts is to improve a student's quality of life. They learn to protect themselves or someone else, if needed, but Tora Jutsu also helps in other important areas of life such as improving mental, physical, and emotional health.

“In order for children to learn how to do hard things, you have to let them go through hard times. There is no way to truly master something without experiencing it.” –Sarah Bean



Club Tenets



Love of the sport

We don't sacrifice enjoyment for results. We believe there is a balance to be struck where athletes are high performing and having fun.



Athletic Potential

We believe in the potential of our athletes and provide high quality resources to help them reach it.



Ambassadors

Just as important as developing physical abilities is fostering a healthy respect for the community and a deep belief in good sportsmanship.



Team

While results in Tora Jutsu are ultimately an individual accomplishment, the process is a team endeavor, and a sense of belonging is critical to long-term success.



Team Staff

We have a team of highly qualified instructors in place to help the athletes reach their maximum potential. We have a diverse, talented, and dedicated leadership team. Each adult instructor has the following:

- Clean background check
- Ethics training
- Teacher training
- Children sensitivity training
- CPR certification



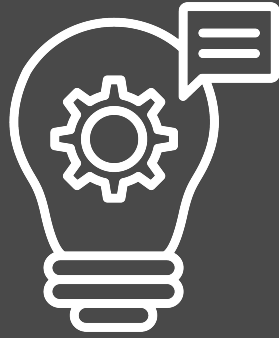


Why do we need money?

1. To establish a more permanent location for the school.
2. To set up scholarships for students in need.



SPONSORSHIP BENEFITS AND OPPORTUNITIES



What is the sponsorship opportunity?

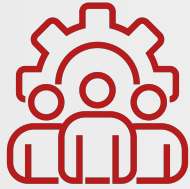
We are looking for partners that understand the importance of what we are doing and feel they can receive the mutual benefit of an association with our dojo.

Tora Jutsu Training Shirts



Athletes wear training shirts at all training events. Sponsorship spots on the shirts will increase brand recognition for sponsors, with a highly relevant target audience. Additionally, sponsors will be provided with their own training shirts and a black belt, blue belt or yellow belt in a shadow box that they can display in their place of business.

Sponsor Recognition Wall



We are thankful for our sponsors and donors. To acknowledge those in our community who support the school we have a sponsor recognition wall that utilizes banners. This wall will prominently display your company's logo and individual donors.





Online Publicity



HVMA has an existing social and community reach that will be used to share thanks for our sponsors. Typical posts use images and details of the students' activities with a call out and thank you to our sponsors. We will also share collateral with our sponsors for use in their own social media platforms. HVMA will maintain rights to marketing and media materials and posts.



[Facebook](#)



[Instagram](#)



[Website](#)



Access To Our Dojo

One of the many benefits of partnering with the Tora Jutsu Federation is access for you and your employees for fun team building activities and offsite company events! This includes self-defense, meditation, injury prevention, and a martial arts coaching mindset! Make our dojo your next company event—free of cost to our Black belt sponsors. Or, simply enjoy periodic use provided to our Blue belt sponsors.

Tax Benefit



All donations will be made to HVMA, a 501(c)(3), and could provide tax benefits to your organization.



How much money
do we need?

The school needs a minimum
of **\$25,000** to cover the costs
of rent and upgrading
equipment.

Sponsorship Packages



BLACK BELT LEVEL – \$3000+

- ✓ Logo and recognition on website and t-shirts
- ✓ Recognition included in posts on Facebook/Instagram
- ✓ Large logo on the sponsor recognition wall in our dojo
- ✓ Quarterly company team-building events
- ✓ Tora Jutsu training shirt with your logo
- ✓ Shadow box to recognize your contribution



BLUE BELT LEVEL – \$2000+

- ✓ Logo and recognition on website and t-shirts
- ✓ Recognition included in posts on Facebook/Instagram
- ✓ Medium logo on the sponsor recognition wall in our dojo
- ✓ Company team-building event
- ✓ Tora Jutsu training shirt with your logo
- ✓ Shadow box to recognize your contribution



YELLOW BELT LEVEL – \$1000+

- ✓ Logo and recognition on website and t-shirts
- ✓ Logo and recognition included in posts on Facebook/Instagram (with 200+ followers)
- ✓ Small logo on the sponsor recognition wall in our dojo



Thank you.

Q & A

Q: Does the sponsorship have to be cash, or can it be in equipment and/or services?

A: Ultimately, we have a basic requirement for cash, but there will certainly be opportunities for us to provide commensurate, additional value if sponsors wish for their products to be leveraged as part of the partnership.

Q: What are you doing to make Tora Jutsu more accessible?

A: We provide scholarships to low-income families to make participation as affordable as it needs to be. Monthly tuition can be expensive, and in order to ensure that athletes from a wide variety of socioeconomic circumstances can enjoy the sport, part of our mission includes working with community resources and sponsors who are committed to the long term success and accessibility of Tora Jutsu.