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For our kids – Driven by our kids

The Heat Track Club is a track and field, multi-cultural and educational track club that is for our kids and driven by our kids. The Heat adds a new dimension to a Track Club, complimenting what is already being achieved in area recreational departments. The Heat brings together talented and not so talented athletes from around Cobb County, Cherokee County, Douglas County and Fulton County, to participate in high-level competitions and to lead them on their way to become the athlete they aspire to be.

Tackling Societies Issues

Track and Field and Sports do not exist in isolation. The Heat exists because of an increased interest and need by the younger generation to combine sports with other activities, such as cultural and educational interests. These interests include: nutrition, healthy lifestyles, the environment and peer involvement. Our kids face many issues in today’s society from drugs and alcohol to abuse. The Heat is continually instituting activities outside of the sport to help kids deal with today’s social issues. The team activity involved in sports develops a respect for the competition and loyalty to peers, a sense of equality, solidarity and independence. Sports is undoubtedly an excellent apprenticeship for human relationships. Sports can be used to teach a great number of desirable things: how to master skills and the satisfaction that follows good general work habits and cooperation; how to break down racial and class prejudices; how to build respect for and responsibility toward other people.



THE HEAT FOR YOU 2019



A two-fold strategy

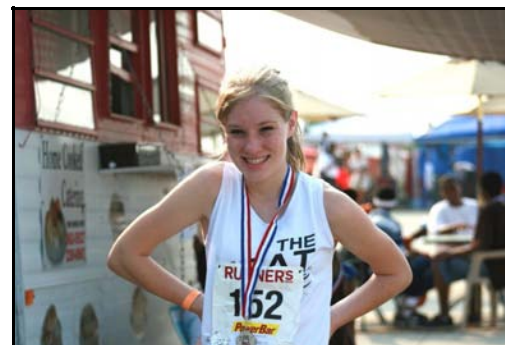
Although our main focus is track and field, our commitment is to all forms of amateur sports and adult fitness. The Heat was structured to be an innovative community oriented organization providing sports and fitness programming for all ages and abilities.

Amateur Athletics: Building a winning Spirit

The Heat believes that the athlete is best served by a system, which emphasizes the amateur educational, and character-building aspects of sports. Amateur Athletics remain the best deal, educationally and financially in America today. We also believe that every educational administrator, teacher, coach and parent should know, understand, and support at every conceivable opportunity, the values of competition, participation, and performance, as these values are the same for children aged 5-18 whether they finish first or last.

We have confidence in the fact that sports benefit our youth by addressing the following life values:

- Physically—by learning skills related to sports/athletics and improving physical conditioning.
- Emotionally—by building their feelings of self-esteem through recognizing individual achievements.
- Socially—by forming bonds of friendships and learning good sportsmanship.
- Technically—by Learning the sound fundamentals and maximize the opportunity for individual development.



Physical Fitness: Building a Healthier Community

The Heat believes that a fit community is a strong community. The Heat is committed to making available to the community a wealth of fitness and wellness programs, promoting active lifestyles and healthier living, expanding leisure opportunities and recreational and entertainment possibilities. Our vision is to be “the heart” of a healthy community. Promoting community confidence, direction and initiative is the backbone of our foundation.



THE HEAT FOR YOU BY



BUCKLE UP FOR THE FUTURE

Flagship for our kids

The Heat Track Club's strategy regarding our kids, aims to:

- Prepare a generation of young elite athletes to have an ethical approach to sports, with strong values (excellence, friendship and respect) and principles.
- Educate our kids on the importance of sports for their health and their social integration.
- Inform our kids about the dangers linked to sports, such as doping, training to excess and inactivity

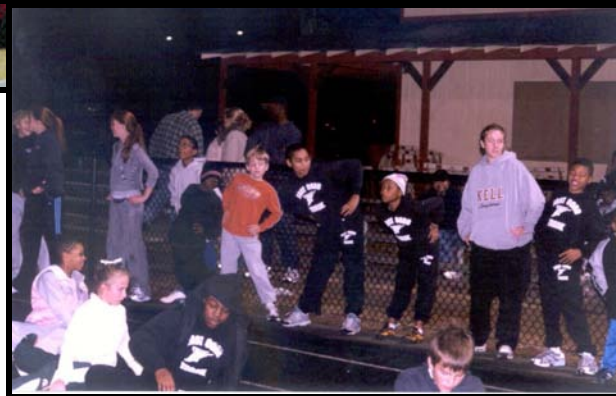
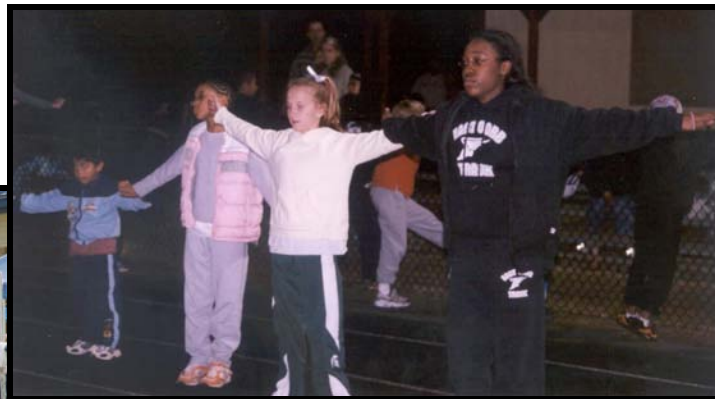




The Ultimate Goal

Our goal is to develop, manage, and maintain a quality Olympic-Style Track and Field Stadium on a suitable site in Cobb County. Although The Heat's main focus is the further development of Track and Field participation, the proposed Stadium will be a venue to make it happen. The Stadium will serve as the primary training and competition center for The Heat Track Club, it will attract athletes and patrons from throughout the Metro Atlanta area. We will be able to provide a more conducive practice site for our kids with indoor facilities and training areas.

Having a training facility of our own will allow us to be financially stable and will ensure that we can meet our goals of promoting the sport of track and field. We will be able to host meets and training programs. We will have the facility to provide community health and fitness projects and activities. Because we are a non-profit, 501(c)3 organization, we will be in a position to adequately reach and support the community with this facility.



THE HEAT TRACK CLUB 501-C3





How you can help

We need donations both monetary and physical, in kind services and assistance in all areas, now and in the future.

NOW

Scholarships for training

We currently give about 6 scholarships per season but it is not enough. We hate to turn kids away because they are not able to meet the financial obligations.

Equipment

As we grow we need more and better equipment. Because we service kids aged 5-18, we need a variety of sizes and types of equipment.

Travel

Summer track is the traveling season. About every other week we are traveling out of town to various AAU and USATF meets. Traveling can get expensive and we cannot always cover travel expenses for our scholarship recipients. Also, because the National meets are generally out of state, most of our kids that advance are not able to attend the meets due to the distance and expenses associated with it.

Uniforms

A team that looks good performs good. Track speed suits can be expensive and with growing kids, they can only be used for one season. We have an exchange program in place but by the end of the summer season the uniforms are really worn out. Most kids purchase a new uniform each year.

Storage/Equipment Trailers

Since we are constantly mobile, storage and transporting equipment is a challenge. With a rolling storage trailer we can eliminate two problems with one solution.

THESE ARE THE BEST KIDS BUT WE NEED YOU



THE HEAT FOR COACHES BUS-C

FUTURE

A Place to call home

We currently pay a fee to use a local Cobb County High School's track – Kell. We have partial use of a storage building but it is not adequate. Most of our coaches and parents take equipment and material back and forth to help with storage. Because we practice regardless of the weather, it would be nice to be able to do so indoors especially when the temperature drops. The best part of having our own facility will be restrooms. We currently rent port-a-potty's for the use of the team. With a home of our own, we will be able to institute programs that will be income generators.

Buses/Vans

With the cost of gasoline steadily rising travel is becoming a burden on our families. With Buses and vans we can economically transport our team and chaperones to and from meets. We will also be able to extend transportation to kids whose families just can't get them to practice every day.

Coaches and Staff Salaries

We love our coaches and they love our kids. For the past six years they have volunteered their time and energy at no cost to the club. They travel with team and act as parents to many. Without our staff we would not be where we are today. All of our board and staff work full time jobs in addition to their volunteer duties with The Heat which can be full time too.





Sponsorship Opportunities

Partnership Medallist

\$10,000+

- Recognition at Annual Banquet and Spring Party
- Signage on banners at all track meets
- Full page ad in annual sponsorship booklet
- Advertising on The Heat's Website
- Link to your website from The Heat's Website
- 10 Team Shirts
- Signage on printed materials used for advertising
- Signage on equipment storage trailers
- Signage on team tents
- Name/Logo on the back of team shirts
- Plaque for display in your office as a sponsor
- Name on Sponsorship wall in future facility



USA TRACK & FIELD





Sponsorship Opportunities

Platinum Medallist

\$5,000+

- Full page ad in annual sponsorship booklet
- Advertising on The Heat's Website
- Signage on printed materials used for advertising
- Signage on equipment storage trailers
- Signage on team tents
- Name/Logo on back of team shirts



USA TRACK & FIELD
2019-2020



Sponsorship Opportunities

Gold Medallist

\$2,000+

- 1/2 page ad in annual sponsorship booklet
- Advertising on The Heat's Website
- Signage on printed materials used for advertising
- Name/Logo on back of team shirts



USA TRACK & FIELD





Sponsorship Form

Yes, I/ My Company would like to be a Medallist Sponsor. Attached is cash, a check or a money order, for the Sponsorship Level I have selected.

I/My Company have chosen to be a _____ Medallist.

No, I/My Company will not be a Medallist Sponsor at this time, but would like to make a donation of \$_____.

Name

Title

Company

Address

Phone # and E-mail Address

Make checks and Money order payable to : The Heat Track Club

You can mail your sponsorship or call to arrange for a pick-up at 770-234-6834

The Heat Track Club
4702 Norman Dr.
Kennesaw, GA 30144

The Heat is a non-profit 501(c)3, our Tax ID # is: 74-3073129

THE HEAT TRACK CLUB
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