Rec & Ed Department Sponsorship Packages

Showcase your business while giving back to your community. Help provide accessible physical fitness and enrichment activities to youth and adults in the following Rec & Ed programs:

- First Steps Early Childhood
- Adult Enrichment
- After School Enrichment
- Summer Camps
- Before/After School Childcare
- Adapted



Recreation Rockstar

- Business logo on Rec & Ed website
- Business logo in Rec & Ed e-newsletters: 20.5K subscribers
- Business logo in seasonal sponsor thank you social media posts (Facebook, Instagram) 5K followers
- Business Website link emailed to 3 major registration email blasts: (Winter, Spring/Summer, Fall)
- Business logo on ALL program t-shirts, summer camp staff shirts and high school volunteer shirts, adapted.
- Reach the entire community with premium brand visibility:
 - o 120,500+ households Direct mail to all Ann Arbor and Ypsilanti residents
 - **16,000+** families AAPS backpack flyers distributed twice annually (8,000 per distribution) Total Annual Impressions: **136,500+**

Visionary Voyager

\$5,000

\$10,000

- Business logo on Rec & Ed website
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- Reach the entire community with premium brand visibility:
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 - **16,000**+ families AAPS backpack flyers distributed twice annually (8,000 per distribution) Total Annual Impressions: **136,500**+

Adventure Advocate

\$2,500

- Business name on Rec & Ed website
- Business name in Rec & Ed e-newsletters: 20.5K subscribers
- Business name in program-specific social media posts (Facebook, Instagram) **5K followers**
- Business Website & Logo sent to customers in 3 Major Registration Email Blasts: (Winter, Spring/Summer, and Fall)

Fun Facilitator

\$1,000

- Business name on Rec & Ed website
- Business name in Rec & Ed e-newsletters: 20.5K subscribers
- Business name in program-specific social media posts (Facebook, Instagram) **5K followers**

RECO

Need a customized package? Let's talk about flexible sponsorships that meet your budget.

Rec & Ed Department Sponsorship Benefits

Showcase your business while giving back to your community. Help provide accessible physical fitness and enrichment activities to youth and adults in the following Rec & Ed programs: First Steps Early Childhood, Adult Enrichment, After School Enrichment, Before/After School Childcare & Adapted programs.

Sponsorship Benefits Summary	Rockstar \$10,000	Voyager \$5,000	Advocate \$2,500	Facilitator \$1,000
Logo on website	Ø	⊘	⊘	Ø
Logo in Rec & Ed E-Newsletters ~ 20.5 K subscribers	Ø	⊘	Ø	⊘
Logo in sponsor thank you social media posts ~ 5K followers			⊘	⊘
Business Website & Logo sent to customers in 3 Major Registration Email Blasts: (Winter, Spring/Summer, Fall)		⊘	⊘	
Brand Visibility: 120.5K households (adult mailers) 16K families AAPS (backpack flyers)				
Logo on ALL program t-shirts including summer camp staff, camp volunteers, and adapted	⊘			

