

OPERATION BACKPACK[®]

Full Backpack.

Full Heart.

Full of Promise.

SPONSORSHIP OPPORTUNITIES

 Volunteers
of America[®]
MICHIGAN



2023

OPERATION BACKPACK®



Operation Backpack® has been an annual initiative of Volunteers of America Michigan (VOAMI) since 2009. It is aimed at providing backpacks, school supplies, and optimism to children belonging to low income households or those who have encountered homelessness in the Metro Detroit area.

Having appropriate school supplies is an important factor in school success. Students who have the necessary supplies, such as pencils, notebooks, and backpacks, are better prepared to engage in classroom activities and complete assignments. Without these supplies, children may struggle to keep up with their peers and may experience stress and anxiety that can negatively impact their academic performance. Furthermore, students who lack appropriate school supplies may feel embarrassed or ashamed, which can affect their self-esteem and motivation to succeed. Providing students with the necessary school supplies can help level the playing field and give **every student** an equal opportunity to succeed academically.

GOAL:



1,883

Last year we distributed 1,883 backpacks to school districts in the Metro Detroit area.



2,000+

With your support, our goal this year is to expand our reach and distribute more than 2,000 backpacks.

BACK-TO-SCHOOL BONANZA: AUGUST 12

We are excited to announce our first ever **Back-to-School Bonanza** which will serve as both a backpack distribution and resource fair. Children will receive full backpacks of school supplies while adults are given information on local health, wellness, and educational resources.



Sponsorship contributions will go toward:

- Purchasing new backpacks and school supplies
- School Supply Donation Events
- The Back-to-School Bonanza

SPONSORSHIP OPPORTUNITIES



VALEDICTORIAN - \$5,000

- Recognition as a Title Sponsor of **Operation Backpack®** on all print, event and online materials
- Joint media coverage opportunities
- Joint media press release
- Priority logo placement on all campaign materials, website and digital promotions
- Listed in Back-to-School Bonanza promotions and program
- Name on event t-shirts

DEAN'S LIST - \$2,500

- Recognized on our website
- Listed in Back-to-School Bonanza program
- Listed on print, event, and online materials
- Name on event signage and banners
- Name on event t-shirts

HONOR ROLL - \$1,500

- Recognized on our website
- Listed in the Back-to-School Bonanza program
- Listed on print, event, and online materials
- Name on event signage and banners

SCHOOL YARD - \$500

- Recognized on our website
- Listed in the Back-to-School Bonanza program
- Listed on online materials

BACKPACK BUDDY- \$25

Note: This sponsorship level is specifically for high school aged or younger kids who would like to support their peers.

- Recognized on a special poster at our Back-to-School Bonanza (*Parent Photo Release Required)
- Listed in the Back-to-School Bonanza Program

SPONSORSHIP FORM

Company (if applicable): _____

Name: _____

Address: _____

Phone: _____

Email: _____

SPONSORSHIP TYPE

- Valedictorian Sponsor..... \$5,000
- Dean's List Sponsor \$2,500
- Honor Roll Sponsor \$1,500
- School Yard Sponsor..... \$500
- Backpack Buddy (Kids < 18 Yrs) \$25

PAYMENT METHOD

- Payment Enclosed Invoice

Checks can be made out to Volunteers of America Michigan with "Operation Backpack" in the memo line.

Please send the completed form by e-mail to Hailey Priebe at hpriebe@voami.org or by mail to 21415 Civic Center Dr. Ste. 306 Southfield, Michigan 48076.

Upon receipt of this form, VOAMI will send an invoice for payment of the sponsorship amount selected.

Signature _____ Date ___/___/___

Note: To ensure receipt of full benefits, sponsorship commitments are due 7/8/23. Completion of this agreement form is confirmation of your support as a sponsor of the event. Upon receipt of this form, Volunteers of America Michigan will send an invoice for payment of the sponsorship amount selected. We ask that sponsorships are paid in full by 7/15/23. Sponsorship is non-refundable. We thank you for your understanding.

YOU HAVE THE CHANCE TO MAKE A

DIFFERENCE

AND BE A PART OF SOMETHING

BIGGER



21415 Civic Center Drive | Suite 306
Southfield, MI 48076
248.945.0101
www.voami.org