

# OPERATION BACKPACK<sup>®</sup>

**Full Backpack.**

**Full Heart.**

**Full of Promise.**

## SPONSORSHIP OPPORTUNITIES



# 2025

# 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.

## Your Sponsorship Matters!

Bridging the Gaps:

- Each year, generous community members donate most of the backpacks and school supplies needed for Operation Backpack. Supplies, however, often arrive in uneven quantities, and VOAMI steps in to purchase the remaining items to ensure every child receives a complete, grade-appropriate, kit

Beyond the Backpack, your sponsorship supports:

- Supplementing donated supplies when needed
- Logistics, outreach, and volunteer coordination
- VOAMI's broader mission of empowering families and children beyond back-to-school season
- Note: Sponsorship funds are not used to purchase backpacks directly, but are critical to the success and sustainability of Operation Backpack and VOAMI's year-round impact.



## GOAL:



### \$130,000

Worth of backpacks and school supplies were distributed to children in need in Michigan.



### 2,000+

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

## BACKPACKS FOR YOU 8/13/25

We are excited to announce the **Backpacks for You**, a combined event with the Detroit Zoo and Volunteers of America Michigan. It will serve as fun-filled day and backpack distribution where Children will receive full backpacks of school supplies and tickets per backpack to the zoo. This event will take place at the Detroit Zoo, located at 8450 W 10 Mile Rd, Royal Oak, MI 48067.



# Sponsorship Opportunities



## VALEDICTORIAN - \$10,000

- Recognition as a Title Sponsor of **Operation Backpack®** on all print, event, social channels, and online materials
- Joint media coverage opportunities
- Joint media press release
- Priority logo placement on all campaign materials, website and digital promotions
- Name on **front** of event t-shirts

## DEAN'S LIST - \$5,000

- Recognized on our website/social channels
- Listed on print, event, and online materials
- Name on event signage and banners
- Name on back of event t-shirts

## HONOR ROLL - \$2,500

- Recognized on our website
- Name on back of event t-shirts
- Featured on social media
- Logo on event banner

## SCHOOL YARD - \$1,000

- Recognized on our website
- Name on back of event t-shirts
- Logo on event banner

## BACKPACK BUDDY- \$50

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

- Listed in the Backpack For You Program
- Receive a special Operation Backpack shirt

## Sponsorship Form

### Sponsor Information

Company (if applicable): \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sponsorship Type

- ☐ Valedictorian Sponsor..... \$10,000
- ☐ Dean's List Sponsor.....\$5,000
- ☐ Honor Roll Sponsor .....\$2,500
- ☐ School Yard Sponsor .....\$1,000
- ☐ Backpack Buddy (Kids < 18 Yrs).....\$50

### Payment Method

- ☐ **Payment**
- ☐ **Invoice**

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

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Please send your completed form to  
by e-mail or by mail.

**opbk@voami.org**

**21700 Northwestern Hwy  
Suite 700  
Southfield, MI 48075**

Note: To ensure receipt of full benefits, sponsorship commitments are due 7/1/25. 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 7/1/25. 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**



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