

**Your Company
+ Our Community**

**= A Wise
Investment**

Community Event

Sponsorship Packages 2023



“Onyx Suburban Ice has been a proud partner of RARA for more than 10 years. Partnering with RARA allows us to provide engaging community programs that target varying audiences in the very neighborhoods that we serve.”

—Dan Palmeri Skating Director, Suburban Ice Rochester



• ROCHESTER • AVON • RECREATION • AUTHORITY •

Enhancing Lives

Enriching Community

“We feel strongly about partnering with RARA. It’s one of the many keys to giving back to the great community we live, work and play in.”

—Brian Devirgilio Co-Founder, Wessen Indoor, Tennis Club



Enhancing Lives Enriching Community

RARA hosts a variety of community activities throughout the year, building connections with its citizens and businesses that reflect the breadth and richness of the diversity in our city. These events would not be possible without the support and partnership of local community businesses and organizations. We invite you to collaborate with us and promote your organization or business in conjunction with RARA activities.

This sponsorship packet includes many exciting activities planned for our entire community to enjoy. By taking advantage of the sponsorship opportunities, your business will be able to maximize exposure to the residents of Rochester, Rochester Hills, and the greater Rochester area and show community support. Our combined success yields resilient kids, strong families, and healthy communities. Become a part of that success today!

2022 Participation Numbers:

- Sports - 3017
- Early Childhood - 294
- Special Events - 882
- Adaptive - 920
- Youth Recreation - 455
- Day Camps - 1931
- Dance - 1627
- Family & Adult Recreation - 106
- Fitness - 20
- Safety & Self Defense 358
- Martial Arts - 265

Total 2022 Participation - 9875

Online Stats:

- Social Media Following - 5731
- Social media reach - 13,000 per month
- Website Visitors - 2000 per month
- Google Profile Views - 8700 per month
- Activity Guide Reach - 4745 per month

Memberships - 386

**Total Anticipated Attendance in 2023
- 14,850**

Greater Rochester Demographics

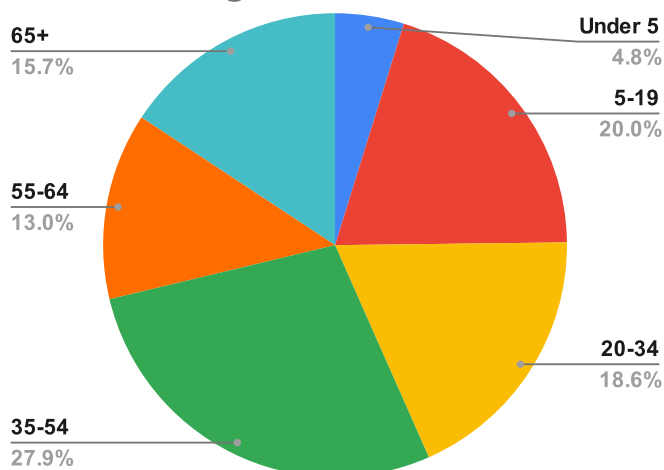
Total Population: 133,171

Male: 49%

Female: 51%

Median Household Income: \$108,399

Age Breakdown



Partnership Packet Opportunities:

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About RARA:

The Rochester Avon Recreation Authority (RARA) has been providing recreational services to the communities of Rochester, Rochester Hills, Oakland Township, and the surrounding communities in Michigan, since 1946. We provide recreation programs for ages 6 months to 99+, in a variety of areas.

Including: Adaptive/Special Needs, Performing Arts, Visual Arts, Martial Arts, Gym/Cheer, Sports/Leagues, Special Events, Facility Rentals, Clinics & Classes, Day Camps, Fitness, Preschool, and any other idea that you bring to us. Welcome to RARA! Enhancing lives & enriching community, one activity at a time.

Dear Community Partner,

We are excited to introduce you to RARA, an organization dedicated to enriching the lives of our community members by offering a wide range of recreational programs that cater to all age groups. At RARA, we believe that recreational activities play a crucial role in building strong, vibrant communities and fostering personal growth and well-being.

Investing in RARA is an investment in the future of our community. By supporting our programs, you are directly contributing to the development of a healthier, happier, and more engaged society. Your generous contribution will not only help us expand our existing programs but also create new opportunities that cater to the diverse needs and interests of our community members.

As a valued member of our community, we invite you to join us in giving back and making a difference. Together, we can empower individuals, strengthen families, and create lasting connections that make our community a better place to live, work, and play.

We encourage you to take the time to explore this sponsorship packet in detail, and discover the various ways in which you can support RARA. Whether it's through a financial contribution, in-kind donations, or volunteering your time and expertise, your involvement can have a significant and lasting impact on the lives of countless individuals in our community.

Thank you for considering this opportunity to partner with RARA. We eagerly look forward to working together towards a brighter and more inclusive future for all.

Introducing Our Exciting Sponsorship Opportunities

We are thrilled to present our comprehensive sponsorship package, designed to offer your brand a range of exceptional opportunities for community engagement and increased visibility.

Our carefully curated events have been classified into three distinct tiers:

Premier, Signature, and Boutique, each offering unique advantages and experiences for both attendees and sponsors. The following sections will provide an in-depth overview of each tier and the corresponding events, enabling you to choose the perfect sponsorship opportunity that aligns with your brand's goals and values. Explore our diverse selection of events and discover how your support can create a lasting impact on our community while elevating your brand's presence. Let's embark on this exciting journey together!



Signature Events

Discover the perfect balance of impact and intimacy by sponsoring our Signature Events. These engaging gatherings attract between 300 to 700 attendees, providing a substantial audience for your brand while maintaining a personal touch. By sponsoring these events, you will connect with a diverse group of people who share common interests, fostering meaningful relationships and increasing your brand's visibility within the community. Elevate your company's presence by supporting these memorable occasions.

Boutique Events

Embrace the power of exclusivity by sponsoring our Boutique Events. These intimate gatherings, with fewer than 300 attendees, offer a unique opportunity for your brand to make a strong and lasting connection with a select audience. Sponsoring these smaller-scale events allows for deeper interactions and personalized experiences that will leave attendees with a positive impression of your brand. Stand out from the crowd by making a genuine impact in the community through these boutique events.



Premier Events

Experience unparalleled exposure by sponsoring our Premier Events. These extraordinary occasions draw thousands of enthusiastic attendees, creating a vibrant atmosphere and high-impact visibility for your brand. As a sponsor of these grand-scale events, you will have the unique opportunity to reach a vast and diverse audience, maximizing your brand's reach and making a lasting impression. Don't miss the chance to be part of these remarkable gatherings and showcase your company's commitment to community engagement.





Tons of Trucks: A Showcase of Service and Fun

Imagine your brand at the forefront of an exhilarating event that captures the hearts and minds of attendees of all ages. By sponsoring Tons of Trucks, you will have the opportunity to associate your company with an unforgettable experience that showcases the essential service vehicles and dedicated staff that keep our community thriving.

This **FREE** event offers an exclusive, up-close look at an impressive array of service vehicles, including Police, Fire and Rescue, Construction and Maintenance, and many more. Sponsoring Tons of Trucks demonstrates your brand's commitment to supporting the hardworking individuals who operate these vital vehicles.

But the excitement doesn't stop there. As a sponsor, you'll contribute to a fun-filled atmosphere, complete with food and program vendors, lawn games, inflatables, and an Oakland County Parks rock wall for the little ones to burn off their energy. Your brand's presence will amplify the event's appeal, drawing in more attendees and creating a lasting impact on the community.

Don't miss the chance to be part of this extraordinary event that celebrates our local heroes and offers a day of enjoyment for the whole family. Sponsor Tons of Trucks today and elevate your brand's visibility while supporting a truly special occasion.



TARGET AUDIENCE
All ages

ANTICIPATED ATTENDANCE
4500+

DATE & TIME
Saturday, July 29th
9am-12pm

LOCATION
Borden Park



Youth Sports Leagues: Empowering Future Athletes

Imagine your brand playing an integral role in fostering the physical, social, and emotional development of young athletes in our community. By sponsoring RARA's youth sports leagues, your company will have the opportunity to promote an inclusive environment that offers year-round sports programs for area residents.

Our leagues provide an introduction to a diverse array of sports, including baseball, basketball, cross-country running, lacrosse, softball, soccer, and volleyball. With teams organized by school and a focus on inclusivity, your sponsorship will contribute to making these sports accessible to a wider range of participants. Through the provision of equipment and coaches, we aim to reduce the cost barrier for families and make the introduction to sports an enjoyable and stress-free experience.

For those athletes seeking a more competitive challenge, RARA also offers travel programs at a lower cost than traditional options. As a sponsor, your support will enable these talented young individuals to pursue their passion and hone their skills further.

By sponsoring our youth sports leagues, you will not only showcase your brand's dedication to promoting a healthy and active lifestyle, but also create a lasting impact on the lives of young athletes and their families. Embrace this opportunity to invest in the future of our community and associate your brand with the spirit of sportsmanship and personal growth.



TARGET AUDIENCE
Pre-Highschool

ANTICIPATED ATTENDANCE
3000 participants. 6500 spectators

DATE & TIME
Seasonal based on facility and field availability.

LOCATION
Rochester & Rochester Hills Parks,
Rochester and Avondale Community
Schools



Dance Recitals: Celebrating Talent and Passion

Envision your brand taking center stage in a captivating event that showcases the dedication, talent, and artistry of young dancers. By sponsoring RARA's dance recitals, you will have the unique opportunity to associate your company with the culmination of our 30-week dance program, where students, parents, and teachers come together to create an unforgettable performance.

Our recitals feature a diverse array of dance styles, including ballet, jazz, contemporary, lyrical, tap, musical theatre, hip hop, and acro. As a proud sponsor, you will contribute to an event that highlights the progress and achievements of our dancers, providing them with an invaluable opportunity to perform for their family, friends, and the community.

Each year, our dance recitals come alive with a new theme, complete with meticulously crafted costumes, state-of-the-art lighting, evocative music, and imaginative stage props that enhance the overall experience for both performers and audience members. Your sponsorship will play a significant role in making these spectacular productions possible, ensuring a memorable and rewarding experience for all involved.

By supporting RARA's dance recitals, your brand will be synonymous with the joy, beauty, and passion of dance. Seize this chance to make a lasting impact on the lives of these talented young performers while elevating your brand's visibility within the community.



TARGET AUDIENCE

All ages

ANTICIPATED ATTENDANCE

1000+

DATE & TIME

June

LOCATION

TBA

Premier Event Sponsorship Packages

Tons of Trucks

2023 Partnership Levels & Benefits	Roc Star \$1500	Empower \$1000	Encourage \$750
Logo on Marketing Flyer and All Promotions	X	X	X
Social Media Acknowledgment (FB, IG, TikTok)	X	X	X
Opportunity to Speak & Supply Items for Children/Families	X		
Stand Alone Banner at Event/Activity	X	X	X
Recognition at Activities and Events	X	X	X
Exclusive Naming Rights	X		
Vendor Table	X		
1/4 page in our current and/or next Recreation Magazine	X	X	

Youth Sports

2023 Partnership Levels & Benefits	ROC Star \$1500	Encourage \$750	Affirm \$500
Social Media Acknowledgment (FB, IG, TikTok)	X	X	X
Logo on Team Jerseys for one sport		X	X
Logo on Team Jerseys for all youth sports	X		
Recognition at RARA Activities and Events	X	X	X
Your 1/4 Page in our current and/or next Recreation Magazine	X	X	
Opportunity to Speak at a RARA Activity or Event	X		
Complimentary RARA Activity or Event Participation for Employees	X	X	

Dance Recitals

2023 Partnership Levels & Benefits	Platinum \$750	Gold \$500	Silver \$250	Bronze \$100	Program Page: Full \$150, Half \$125, Quarter \$75
Social Media Acknowledgment (FB, IG, TikTok)	X	X	X	X	
Recognition at RARA Dance Recital Before Event	X	X	X	X	
Logo on Program and T-Shirt	X	X	X		
Your 1/4 Page in our Recreation Magazine	X	X			
Exclusive Naming Rights	X				

Signature Events: Connect, Engage, and Inspire



Craft & Vendor Show

Ignite local commerce by sponsoring our vibrant Craft & Vendor Show. Witness our fieldhouse and lobby transform into a bustling marketplace where vendors showcase their products, food trucks satisfy cravings, and raffles support SCAMP, our special needs summer camp. By sponsoring this event, you will not only support local businesses but also contribute to a thriving community spirit.



Rochester Easter Egg Hunt

Bring joy to families by sponsoring RARA's 9th Annual Easter Egg Hunt. Delight in the presence of the Easter Bunny, who will be on hand for memorable photo opportunities. Your sponsorship will provide games and activities, ensuring a fantastic outdoor experience at Rochester Municipal Park for families to cherish.



Mom to Mom Sale

Empower parents by sponsoring our popular Mom to Mom Sale. This event offers an invaluable platform for parents to buy and sell gently used children's items, maternity wear, baby gear, and more. By supporting this sale, you will contribute to a sustainable and affordable way for families to meet their growing children's needs.



Daddy Daughter Dance

Create heartwarming memories by sponsoring our enchanting Daddy Daughter Dance. Your support will provide a delightful buffet dinner, a lively DJ, and memorable photo opportunities. Raffles and goodie bags will round out this special evening, leaving a lasting impression on every attendee.

Milk & Cookies with Santa

Spread holiday cheer by sponsoring our magical Milk & Cookies with Santa event. Your contribution will enable families to meet Santa, enjoy delicious treats, and participate in festive activities. By streamlining the event with a numbered check-in system and time slots, your sponsorship will help create a relaxed and enjoyable atmosphere for everyone.



Signature Event Sponsorship Packages

Signature Packages					
2023 Partnership Levels & Benefits*	ROC Star \$500	Empower \$350	Encourage \$275	Affirm \$175	Equip \$100
Booth at event	X	X			
Complimentary activity	X				
Banner at event	X	X	X		
Information & recognition in prizes/goodie bags	X	X	X	X	
Presenting Sponsor/Exclusive naming rights	X				
Logo on marketing flyer & all promotions	X	X	X	X	
Opportunity to Speak	X	X			
Opportunity to supply items	X	X			
Recognition at Event	X	X	X	X	X
Social Media Acknowledgment	X	X		X	X
1/4 page in our Recreation Magazine	X				

*Not all events are eligible for every benefit. For example, Mom to Mom sale may not contain prizes. To customize your package in these events just speak to the RARA event supervisor



Boutique Events: Personal, Engaging, and Memorable

Mother Son Date Night Dance

Foster treasured memories by sponsoring this special evening for mothers and their sons. With a delightful buffet dinner, lively DJ, and memorable photo opportunities, your support will create an unforgettable semi-formal event that strengthens family bonds.

SCAMP Bowling Fundraiser

Make a difference by sponsoring our fundraiser for RARA SCAMP, a summer camp for individuals with disabilities. Your support will provide a fun-filled day of bowling, silent auctions, raffles, and more, directly benefiting this invaluable program that enriches the lives of campers each summer.



Heroes Vs Villains Run

Unleash the power of imagination by sponsoring our thrilling Heroes vs Villains Run. Participants will choose their side, dress the part, and enjoy a spirited race complete with custom race shirts, finisher medals, treats, and photo opportunities.



Adaptive Sports Leagues

Support inclusivity by sponsoring our adaptive sports leagues for residents with disabilities. Your contribution will help provide year-round opportunities for athletes to engage in travel softball, basketball, and bowling, promoting physical activity, social connections, and friendly competition.



St. Patty Day Race

Encourage festive fun by sponsoring our St. Patty's Day Race, where participants can dress in their best attire and run along the Clinton River Trail. Your support will contribute to a lively atmosphere with music, finisher rewards, and a free Guinness at O'Connors to celebrate their achievement.

Rochester Area Youth Cycling*

Inspire a love for outdoor adventure by sponsoring our youth cycling program. With your support, certified coaches will teach off-road riding skills, safety, and etiquette through group rides, drills, games, and fun activities on the trails.



Boo Bash

Add a touch of magic to Halloween by sponsoring our Boo Bash. Your support will provide an enchanting evening of bounce houses, costume prizes, cider and donuts, a spooky playscape, crafts, a magic show, and more, delighting children and families alike.

Tall, Small Ball

Create cherished memories by sponsoring our Tall, Small Ball, a delightful dance event for little ones and their accompanying adults. This enchanting evening promotes bonding and connection between children and their grown-up partners as they twirl and sway together on the dance floor. Your support will contribute to a magical atmosphere complete with music, refreshments, and photo opportunities, making this a truly unforgettable experience for all who attend.

Boutique Event Sponsorship Packages

Boutique Packages					
2023 Partnership Levels & Benefits*	ROC Star \$250	Empower \$200	Encourage \$150	Affirm \$100	Equip \$50
Booth at event	X	X			
Complimentary activity	X				
Banner at event	X	X	X		
Information & recognition in prizes/goodie bags	X	X	X	X	
Presenting Sponsor/ Exclusive naming rights	X				
Logo on marketing flyer & all promotions	X	X	X	X	
Logo on shirts/jerseys/ player certificate	X		X		
Opportunity to Speak	X	X			
Opportunity to supply items	X	X			
Recognition at Event	X	X	X	X	
Social Media Acknowledgment	X	X		X	X
Business Name on Lane Screen (Bowling events only)	X	X	X		

RAYC Sponsorship Packages*	
2023 Partnership Levels & Benefits	Encourage \$200
Social Media Acknowledgement (FB, IG, TikTok)	X
Logo on Team T-Shirt, Team Jersey, and Player Certificate	X
Stand-Alone Banner at 6 MISCA Race Events	X

*Not all events are eligible for every benefit. For example, not all programs include sports jerseys. To customize your package in these events just speak to the RARA event supervisor





GIVE THE GIFT OF PLAY!

I PLAY @RARA SCHOLARSHIP Fund

Enhance quality of life for low-income individuals by donating to the Gift of Play! Your entire donation will be applied toward registration fees for RARA recreation programs, making recreation and its benefits accessible to more youth, young adults, seniors, and participants in adaptive recreation programs.

The Gift of Play! Fund is completely supported through donations from individuals, community service organizations and local businesses. Donate any amount in person to the "Gift of Play!" Recreation Program Scholarship Fund RARA.

For donations \$500 or greater you will get your logo with a link to your companies website posted on our page lasting one calendar year from your donation date.



TARGET AUDIENCE

Children, families, seniors, and disabled individuals with limited resources

ANTICIPATED IMPACT

250+ scholarships each year

DATE & TIME

Available year round

2023 SPONSOR COMMITMENT

Contact Person: _____
 Company Name: _____
 Address: _____
 City: _____ State, Zip: _____
 Phone/Cell: _____ Email: _____

Sponsorship Event & Level

Tons of Trucks <input type="checkbox"/> Encourage - \$750 <input type="checkbox"/> Empower - \$1000 <input type="checkbox"/> Roc Star - \$1500 Youth Sports Leagues <input type="checkbox"/> Affirm - \$500 <input type="checkbox"/> Encourage - \$750 <input type="checkbox"/> ROC Star - \$1500 Dance Recitals <input type="checkbox"/> Program Page 1/4 - \$75 <input type="checkbox"/> Program Page 1/2 - \$125 <input type="checkbox"/> Program Page Full - \$150 <input type="checkbox"/> Bronze - \$100 <input type="checkbox"/> Silver - \$250 <input type="checkbox"/> Gold - \$500 <input type="checkbox"/> Platinum - \$750	Signature Events <input type="checkbox"/> Equip - \$100 <input type="checkbox"/> Affirm - \$175 <input type="checkbox"/> Encourage - \$275 <input type="checkbox"/> Empower - \$350 <input type="checkbox"/> ROC Star - \$500 Boutique Events <input type="checkbox"/> Equip - \$50 <input type="checkbox"/> Affirm - \$100 <input type="checkbox"/> Encourage - \$150 <input type="checkbox"/> Empower - \$200 <input type="checkbox"/> ROC Star - \$250 RAYC <input type="checkbox"/> Encourage - \$200	Gift of Play <input type="checkbox"/> Amount: _____ Custom Package/In-Kind <input type="checkbox"/> Amount: _____ Details: _____ _____ _____ Payment Type <input type="checkbox"/> Check <input type="checkbox"/> Cash <input type="checkbox"/> Card Card # _____ Exp Date _____ CVV _____
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Total Amount to Sponsor: _____. In-kind donations are also available upon request and approval from RARA.

Flexible Sponsorship - Tailor Your Impact:

We understand that every sponsor's needs and goals are unique. That's why we offer the option to create a custom sponsorship package tailored specifically to your preferences and objectives. By selecting from our diverse range of events and opportunities, you can craft a sponsorship experience that aligns with your brand values and target audience.

To build your custom package, simply reach out to our dedicated sponsorship team, who will work closely with you to understand your requirements and recommend the best options to meet your goals. We are committed to providing you with a flexible, personalized approach that ensures maximum impact and return on investment.

Together, let's explore the possibilities and create a sponsorship package that truly reflects your brand's vision and commitment to supporting our community. Contact us today to begin your journey towards a truly unique and impactful sponsorship experience.

AGREEMENT: RARA agrees to provide benefits corresponding to the level of sponsorship. The sponsor agrees to release, indemnify, defend, and hold harmless RARA, its elected and appointed officials, agents, employees, and volunteers, from any and all claims, losses, damages, or injuries caused by or resulting from the sponsor's acts or omissions, except for any portion caused by the RARA's sole negligence. RARA does not guarantee any benefit or profit to the sponsor or any person who participates or partakes in its events.

Authorized Signature for Sponsor: _____ Date: _____
 Printed Name & Title: _____ Date: _____
 Authorized Signature for RARA: _____ Date: _____
 Printed Name & Title: _____ Date: _____

THANK YOU to our 2022 Sponsors!

We would like to thank all of our partners and sponsors who team up with us each season here at RARA to create recreational opportunities for all of our residents and guests! Together we make this community a top destination to live, work, and play!

