

2024-25 SPONSORSHIP PROPOSAL



Michigan Made sponsorships provide an opportunity to aid our mission of molding great athletes and even better humans.

Our sports-based programs are designed around our core values of unwavering integrity, community and youth development. Community involvement and brand recognition allow us to be a resource for supporters to give back and for youth to participate.

Sponsorship programs build on our core values, allowing us to:

- Continue to support the physical and mental development of youth providing an avenue to grow confidence, gain skill and build relationships.
- Provide athletes and coaches access to financial assistance for participation, equipment and/or fees in local programs, ensuring that money is not a limiting factor.

Your support of the Michigan Made Advanced Athletics Family of Sports is greatly appreciated by athletes and coaches around the Great Lakes Bay and Central Michigan Regions.

The rapid growth of Michigan Made has allowed for more athletes to be affected and more reach for sponsors.

Recreational Sports (Soccer, Cheer, Flag Football)

- 2020-2021: 264 Registered Athletes – PK through 8th Grade
- 2023-2024: 1,400 Registered Athletes – PK through 8th Grade *+430% growth since 2020-2021*

Travel Football

- 2020-2021: 51 Participating Athletes – 4th through 8th Grade
- 2023-2024: 110 Participating Athletes – 3rd through 12th Grade *+115% growth since 2020-2021*

Travel Basketball

- 2020-2021: 44 Participating Athletes – 4th through 7th Grade
- 2023-2024: 92 Participating Athletes – 3rd through 9th Grade *+109% growth since 2020-2021*

Our reach goes far beyond the field, through our web and social channels.

Facebook:

- In 2022, we had 4,500 page likes across Michigan Made, Travel Basketball, Travel Football, Cheer and Prep Flag Football pages. In 2024, we are approaching 7,000+ page likes.

Instagram:

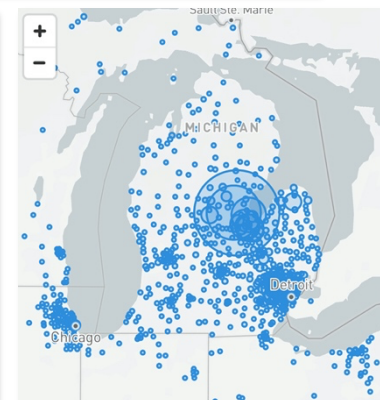
- We saw an increase of 127% between 2020 and 2022 when we had 880 followers across all platforms. In 2024, we have 4,000 Instagram followers across our network.

Web Data Sample & Reach 2022 vs 2024:



Jan-Nov of 2022 saw a substantial increase of web traffic in comparison to Jan-Nov of 2021.

2024 is on par with or exceeding industry leaders state-wide.





2024-25 SPONSORSHIP PACKAGES

Recreational Sports

Rising Star Sponsor - \$500

- As the Rising Star Sponsor, your company will be the featured name in the League MVP write ups and social media posts, for the duration of one recreational sports season.
- Your company logo and name will be printed on the jersey of every athlete.
- Your company logo will also be displayed on the selected league's webpage.
- Large signage for your company with your choice of logo/message will be displayed during every game throughout the select recreational season.

Jaxon Arnold
#81

Proudly Sponsored by:

Michigan Made Kings
Spring 2022 | 12U Division **MVP**



Recreational Sports Sponsor - \$5,000

- Your company will receive all of the benefits of the Rising Star Sponsorship crossing over all recreational sports leagues offered by Michigan Made, for all four seasons - Winter, Spring, Summer and Fall.
- Your company logo will hang on a banner in the beams of our training facility with the images of our champs and captains.
- Your company logo will be displayed on the webpages of all Michigan Made recreational sports.
- Your company logo will be included in video highlights.

For more sponsorship information please contact Michigan Made at: VinceAgnew@MichiganMade.Net or AllTheInfo@MichiganMade.Net



2024-25 SPONSORSHIP PACKAGES

Travel Sports

Scholar Athlete Sponsor - \$500

This sponsorship goes directly towards travel student-athletes who apply for assistance and deserve it most.

Student-athletes who apply must meet outlined requirements and maintain good academic standing throughout the year to be eligible. This donation is applied to their fees for season participation, tournaments, uniforms, practice time and more.

- Your company logo will be featured as a proud sponsor in our regular Michigan Made newsletters and on our website.



Michigan Made Travel Team Sponsor - \$2,000

Individually sponsor **one Michigan Made Travel 7v7 Football team OR one Travel Basketball team**. Choose a team to support and your donation covers all miscellaneous season and tournament fees for the group and lowers the cost per participating athlete significantly. This donation backs our mission and ensures that financial constraint never be a limiting factor in athletic participation.

Benefits include: •Your company logo will be displayed on the travel team pages on our website and Facebook.

- Your company will receive a signed and framed full-program photo to display in office from the student-athletes supported.
- Your company logo will be printed on the warm up tops of every athlete in the chosen team.

Michigan Made Travel Program Sponsor - \$5,000

Individually sponsor the **entire Travel 7v7 Football Program OR the entire Travel Basketball Program**. Choose a program to support and your donation covers all miscellaneous season and tournament fees for all of the teams, lowering the cost per participating athlete significantly. This donation backs our mission and ensures that financial constraint never be a limiting factor in athletic participation.

Benefits include: •Your company logo will be displayed on both travel team pages on our website and Facebook.

- Your company logo will hang on a banner in the beams of our training facility with the images of our champs & captains.
- Your company will receive a signed and framed full-program photo to display in office from the student-athletes supported.
- Your company logo will be printed on the warm up tops of every athlete in the chosen program.
- Your company logo will be featured in social media content and professional highlight videos throughout the program's season.
- This sponsorship, its cost and benefits may be shared among agreed businesses.



2024-25 SPONSORSHIP PACKAGES

Recreational & Travel Sports

Michigan Made Family of Sports Title Sponsor - \$10,000

- Your company will receive all of the benefits of the Rising Star Sponsor, the Recreational Sports Sponsor, along with the Basketball + Football Program Sponsors for the duration of one year - Winter, Spring, Summer and Fall.
- Your company logo will be displayed proudly in our oversized banners as an exclusive title sponsor across our training facility, a focal point for all who come and go.
- Your company will also have instant access to thousands tapping into our social media following by:
 - Exclusively marketing your company logo within every updated banner photo on Michigan Made's Facebook account.
 - Branding of your company in Michigan Made's social media graphics as "Proudly Powering the Future of Youth Sports"
 - Company recognition in Michigan Made highlight video productions that are shared across platforms.
- This sponsorship, its cost and benefits are limited to agreeing businesses.

Evaluation:

- We will hold an evaluation meeting before, during and after sport seasons to make sure that all partners are happy with the collaboration.

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