



 **THE**
BRIDGE
TEEN CENTER®
SPONSORSHIP OPPORTUNITIES

OVERVIEW

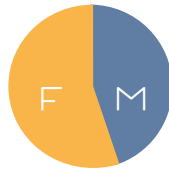
MISSION

The Bridge Teen Center is a nationally-recognized nonprofit community center that was designed around the interests and needs of teens in the suburbs.

We provide free holistic programs during after school and unsupervised hours for 7th to 12th grade students.

Our approach is proactive instead of reactive, providing students with a place not just to BE, but to BECOME.

DEMOGRAPHICS



Female: 57% **Age 12-13:** 17%
Male: 43% **Age 14-15:** 31%
 Age 16-18: 52%

Top Communities Served:
Orland Park Tinley Park
Oak Forest Frankfort
Mokena

REVENUE SOURCES

The Bridge Thrift Store (31%)
Individuals (18%)
Foundations (26%)
Businesses/Entities (25%)

YEAR-ROUND OPPORTUNITIES

This booklet contains sponsorship opportunities throughout the year. We work with many sponsors on customized packages that last an entire calendar year or fiscal year, and we are able to offer discounts in those cases. Packages can also be billed incrementally if requested. Contact Aaron Heldt, Director of Marketing & Partnerships at 708.532.0500 or aaron@thebridgeteencenter.org to discuss your goals.

RECENT SUPPORTERS



STATISTICS



30+

school districts that
our students attend



128

different local
communities served



12,000+

different students and
families served since
June of 2010



7,000+

website sessions
per month



91 cents

of every dollar
donated directly
supports the students
we serve



9

national and local
recognitions for
innovative teen
programming



13,000+

combined followers
on social media
accounts



\$0

we do not collect
any fees from the
families we serve.

PROGRAM

PROGRAM MAGAZINE COVER SPONSOR (\$2,500 per semester)

- Logo on the cover of our printed “Program Magazine” (8,000+ printed, 10,000+ shared online)
- Distributed 3 times annually - Winter/Spring, Summer, and Fall/Winter
- High visibility opportunity as one of only two sponsors at this level
- Logo included on sponsor “rotator” web banner for one entire semester (7,000+ sessions per month)
- One banner (sponsor provided) hung in facility for entire semester (maximum size 3’x8’)
- Partnership announcement through social media (13,000+ followers)
- Name or logo included in weekly e-blasts (11,000+ subscribers)



FRIDAY NIGHT SPONSOR (\$2,000 per semester)

- Exclusive sponsorship for the entire semester on Friday nights
- Banner (sponsor provided) hung within facility for full semester
- Logo in our printed Program Magazine (8,000+ printed, 10,000+ shared online)
- Name listed on all Friday night event pages on The Bridge’s website
- Name or logo included in weekly e-blasts (11,000+ subscribers)
- Mention in FNL social media announcements throughout the semester (13,000+ followers)

BUS-PICKUP SPONSOR (\$1,250 per semester)

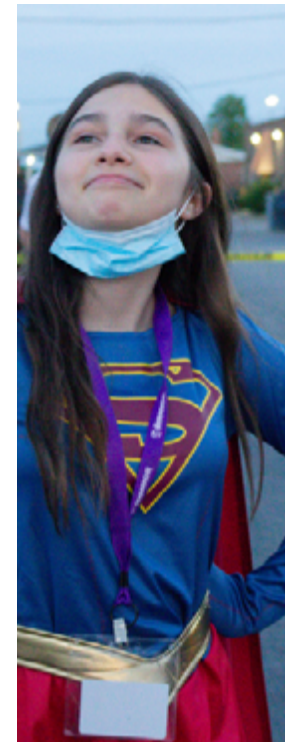
- Exclusive sponsorship of bus-pickup for a full semester
- Sign on sides of bus for full semester printed by The Bridge
- Name or logo included in e-blasts about bus pickup (11,000+ subscribers)
- Logo included on bus pickup page on The Bridge’s website or on web banner promoting bus pickup



PROGRAM “BUCKET” SPONSOR (\$750 per semester)

All programs at The Bridge are organized into 5 different areas, which we refer to as “buckets”. This includes Educational Support, Mind/Body, Everyday Life, Community Connections and Expressive Arts. As the sponsor of one of these 5 buckets for an entire semester, you will receive:

- Name listed on your chosen bucket’s individual program listings on The Bridge’s website
- Name in our printed Program Magazine (8,000+ printed, 10,000+ shared online)
- Partnership announcement through social media (13,000+ followers)
- Mention in at least 2 bucket-related social media posts during semester



“ON-MISSION” FOCUSED PROGRAM MONTHS (\$1500 per semester)

For more than a decade, our mission has centered around our holistic approach to serving students. Now, each of these four focus areas will receive focused attention during “On Mission” months throughout the year. Themed months will center around our holistic approach of serving students EMOTIONALLY, PHYSICALLY, SPIRITUALLY, and MENTALLY. Each “On Mission” month will include 4-6 free programs that are specifically focused around these intentionally-designed focus areas:

September: **On Mission: Emotionally** April: **On Mission: Spiritually**
February: **On Mission: Physically** June: **On Mission: Mentally**

- Logo or listing in printed Program Magazine in “On Mission” section (8,000+ printed, 10,000+ shared online)
- Logo or listing on website calendar for “On Mission” programs (7,000+ website sessions per month)
- Logo on a rotating web banner promoting “On Mission” program area
- Mention in a related blog post as the sponsor of the select “On Mission” program area
- Mention in at least 2 social media posts for selected “On Mission” program area (13,000+ followers)

FACILITY

KITCHEN OR ART STUDIO SPONSORSHIP (\$1,000 per semester)

- Exclusive sponsorship of the designated area for one entire semester
- Mention in art program or culinary program listing on our website (7,000+ sessions/month)
- Mention in at least 3 area-related social posts during semester (13,000+ followers)
- Logo displayed electronically or in print in the designated area for an entire semester (designed by Bridge staff)
- Opportunity to place one printed marketing piece in the sponsored area for the semester



The Kitchen | Our state-of-the-art kitchen is used for culinary programs and more.



The Art Studio | Our popular art studio provides a place for students to express themselves creatively.

FACILITY SPONSOR (\$750 each per semester)

- Sponsorships available in the following areas: Café, Garage, Life Skills Workshop
- Exclusive sponsorship of the designated area for one entire semester
- Signage (printed by The Bridge) hung in the designated area for the entire semester
- Opportunity to place one printed marketing piece in the sponsored area for the entire semester



Life Skills Workshop | This area is set aside for programs including welding, changing a flat tire, gardening, or trades-focused program.



The Garage | The Garage is in the center of all the action - it serves primarily as our gaming area.

COME TOUR OUR SPACE

Seeing is believing! Our facility has 9,600 square feet dedicated to providing local students a place to develop mentally, physically, emotionally and spiritually in a safe environment. A personal tour is just an appointment away. Tours provide a first-hand look at how we're inspiring hope, purpose, and direction right here in Orland Park and beyond.

To schedule a tour, call us at **708.532.0500 ext. 114** or email aaron@thebridgecenter.org.



Café | One of the first areas visitors see as they walk in, our café area offers healthier snack options, laptops, & tablets for students to use.



Patio and Garden | Our most recent addition, this beautiful outdoor space can be an outdoor hangout area and garden to be tended.

SPECIAL OPPORTUNITIES



THRIFTASTIC Student Service

THRIFTASTIC PROGRAM SPONSORSHIP (\$2,500)

The Bridge Teen Center and The Bridge Thrift Store provide impactful, organized service learning opportunities for students as well as committed roles through the innovative Thriftastic job readiness program series. Students learn hands-on in a working retail setting, and can earn paid positions if they excel in their roles. This is increasingly popular with high school age students who need to fulfill community service requirements or are looking to build their resumes. Amenities of sponsoring this program series include:



- Full year sponsorship of the “Thriftastic” service program
- Listing in the “Thriftastic” section of The Bridge’s website (7,000+ sessions per month)
- Mention in Program Magazine featuring the “Thriftastic” program (8,000+ printed, 10,000+ shared online)
- Mention in any special “Thriftastic” program flyers (distributed to local schools)
- Mention in “Thriftastic” related social media posts throughout the year (13,000+ followers)

“BRIDGE BULLETIN” NEWSLETTER SPONSOR (\$2,000 PER YEAR)

Each quarter, a new edition of the Bridge Bulletin is released – a printed and digital newsletter that is distributed to everyone who donates to The Bridge. This piece is also distributed to Teen Center visitors, and made available to guests at The Bridge Thrift Store. Its content includes program photo galleries, feature articles, important stats, featured volunteers and more. A year-long exclusive sponsorship of this newsletter includes:

- Exclusive sponsor of the Bridge Bulletin for one full year
- Your logo included in the mast of all 4 editions of the Bridge Bulletin for one entire year



SHARE IT!

Sharing posts that relate to your sponsorship is a great way to demonstrate your investment in the community. Be sure to follow us so you can share relevant posts with your audience.

COMMUNITY



Our growing “Empowering Teens Month” initiative takes place in November (a positive spin-off from our 10+ years of acknowledging National Bullying Prevention Awareness month). This initiative brings much-needed awareness to the importance and impact of afterschool programs that help ENGAGE, CONNECT and EMPOWER teens to navigate life and discover who they were created to be. This initiative has also been recognized by the State of Illinois with an official proclamation declaring November *Empowering Teens Month* in the state each year.

Sponsorships and group service opportunities (at The Bridge Thrift Store) will be part of this exciting month-long initiative. Sponsorship packages for businesses range from \$250-\$5,000 and feature signage, social media posts, inclusion on t-shirts, and more. For details about the amenities of each these packages, click on the ETM button under the “DONATE” tab at thebridgecenter.org, email aaron@thebridgecenter.org, or call 708.532.0500.



MAY MEMBERSHIP MONTH (\$2,000)

As the school year ends, we welcome hundreds of new incoming 7th grade students. Throughout the month of May, we promote heavily to graduating 6th graders and encourage families to schedule tours of our facility. Pending health safety protocols, we also heavily promote in local schools during lunch hours – exposing hundreds of students to our free programs and services. Two sponsors of this month-long initiative receive:

- Mention in the May Membership Month section of our printed Program Magazine (8,000+ printed, 10,000+ shared online)
- Logo included on a rotating website banner for May Membership Month (7,000+ website sessions per month)
- Mention in a related blog post as the sponsor of May Membership Month
- Mention in at least 3 social media posts about May Membership Month (13,000+ followers)
- Opportunity to provide giveaways for students at school outreach events
- Signage (printed by The Bridge) in the facility during family tours

CUSTOMIZED SPONSORSHIP PACKAGES



What are your goals? Let's discuss a customized year-long sponsorship package that gets your business's name in front of the audiences we reach at The Bridge Teen Center and The Bridge Thrift Store. We can create a custom package that provides year-round exposure to multiple audiences based on your marketing and community outreach goals. We can also break up the cost of your year-long package and invoice you incrementally. Our audiences include:

The Bridge Teen Center:

Parents
Students (7th-12th grade)
Adult Volunteers
Donors

The Bridge Thrift Store:

Guests/Customers
Donors
Adult Volunteers
Student Volunteers (7th-12th grade)





LET'S COLLABORATE!

We firmly believe in mutually-beneficial relationships, and it all starts with a conversation. Please inquire about custom packages for year-round exposure.



AARON HELDT

Director of Marketing & Partnerships
aaron@thebridgeteencenter.org
708.532.0500

