



ARMADA PAL CAMP
**SPONSORSHIP
PACKAGES**

2026



www.armadapalcamp.org
[@armadapalcamp](https://www.instagram.com/armadapalcamp)



November 2025
Armada Police Athletic League
P.O. Box 564, Armada, MI 48005
Tax ID: 38-6002494

Dear Local Business Owners and Community Partners,

This Giving Tuesday, December 3rd, we're asking for your help to keep Armada PAL Camp affordable and accessible for all kids in our community. Your generous donation ensures that every child—regardless of financial circumstance—can experience the magic of PAL Camp: a place where lifelong friendships are made and unforgettable memories are created around campfires and within cozy cabins.

For more than 40 years, Armada PAL Camp has been a cornerstone of our community. Each August, we bring together over 300 5th–8th graders from Armada Area Schools for a week-long sleepaway experience at Center Lake in Tustin, MI. Campers enjoy boating, canoeing, arts and crafts, archery, and team sports—all while building confidence, compassion, and lasting bonds.

We truly believe that Every Kid Needs a PAL, and your support helps make that possible. Whether you choose to make a personal donation or explore one of our business sponsorship opportunities, your contribution will have a lasting impact on the lives of our youth.

If you're interested in any of the sponsorship packages in this document, please contact us at info@armadapalcamp.org.

As an individual, you can donate by:

- Sending a check payable to Armada PAL at P.O. Box 564, Armada, MI 48005
- Donating online via PayPal — find the link on our website.

Your generosity helps us continue a tradition that brings joy, growth, and community connection to hundreds of young people every year. Together, we can light up futures and keep this experience accessible for generations to come.

With gratitude,
Tim Woelkers
Camp Director

BECOMING A BUSINESS SPONSOR.

Show your community pride and gain meaningful visibility by sponsoring PAL Camp. Your sponsorship keeps camp affordable for every child while highlighting your business across our materials and social media. As a valued sponsor, you'll receive digital recognition, an 8x8" decal to display your support, and added visibility at our annual golf outing.



new!

CAMP ACTIVITY BENEFIT: BE PART OF CAMP FROM MILES AWAY

We'll ask you what you love about camp — and find a way to bring it to life for our campers! Whether it's a Polar Dip, a themed lunch, a song at the bonfire, or even a late-night snack, your idea becomes part of the PAL Camp experience. You'll be celebrated with digital recognition and an on-site shoutout that keeps the spirit of camp authentic and fun.



SPONSOR TIERS

	Website & Social Recognition (12 Months)	2026 Sponsor Decal for your Business	Hole Signage at Annual Golf Outing	Golf Team Pass (4 Players)	Cabin Activity Sponsor
Tier 1: \$2,500+ Cabin Legacy Leader	Primary Logo Placement on Home and Sponsor	✓	✓	✓	✓
Tier 2: \$1,000 - \$2,499 Sunshine Mountain Summit	Large Logo on Sponsor Page	✓	✓	✓	✗
Tier 3: \$500 - \$999 Center Lake Navigator	Medium Logo on Sponsor Page	✓	✓	✗	✗
Tier 4: \$300 - \$499 Cheesechase Hill Explorer	Small Logo on Sponsor Page	✓	✗	✗	✗
Tier 5: \$100 - \$299 Firepit Keeper	Written Name on Sponsor Page	✗	✗	✗	✗



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AUTHENTIC CONNECTIONS, GENUINE LOCAL IMPACT

Leverage our strong local online presence to showcase your brand. Our channels reach an engaged, highly targeted community audience — all achieved through organic growth, not paid promotions. This ensures authentic, lasting connections between your business and the families you serve.

This sponsorship opportunity is especially valuable for businesses looking to connect during the back-to-school and early autumn seasons — a pivotal time for family engagement. By aligning with PAL Camp, your brand can build trust, foster community connection, and amplify its impact when it matters most.

Facebook Reach Annual Reach (Nov 1, 2024 - Nov 1, 2025)

560K+

COLLECTIVE FACEBOOK REACH
DURING CAMP SEASON

PAL Camp's social media activity mirrors our community's heartbeat — with engagement peaking as families prepare for and celebrate camp season. Between November 2024 and November 2025, our Facebook content reached over 600,000 viewers, drew 42,000 visits, and achieved a 1,200% increase in link clicks as families, alumni, and supporters connected with our posts.

During our summer season, engagement surged — interactions rose 504%, link clicks grew 3,800%, and reach expanded 200% compared to off-season levels. For businesses, this means your sponsorship aligns with a trusted, high-visibility community moment when families are actively planning, shopping, and engaging locally.

Your brand isn't just seen — it becomes part of the story that our community shares and celebrates every summer.

Website Reach Annual Reach (Nov 1, 2024 - Nov 1, 2025)

8,000+

ANNUAL PAGE VIEWS —
DRIVING LOCAL FAMILIES
DIRECTLY TO PAL CAMP AND
SPONSOR CONTENT.

PAL Camp's website has seen tremendous growth this year, welcoming thousands of new visitors and generating over 8,000 page views — a dramatic increase from last year. Families are spending more time exploring camp details, photos, and sponsor content, showing strong interest and trust in our program.

For businesses, this means your brand appears where families are most engaged and taking action, right as they plan their summer activities and community involvement.



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ROOTED IN ARMADA, REACHING BEYOND

Our camp brings together families from Armada and the surrounding area, creating a close-knit, hyper-local community experience. Yet our impact extends well beyond our town — fueled by a strong social media presence that connects supporters, alumni, and local businesses across the region.

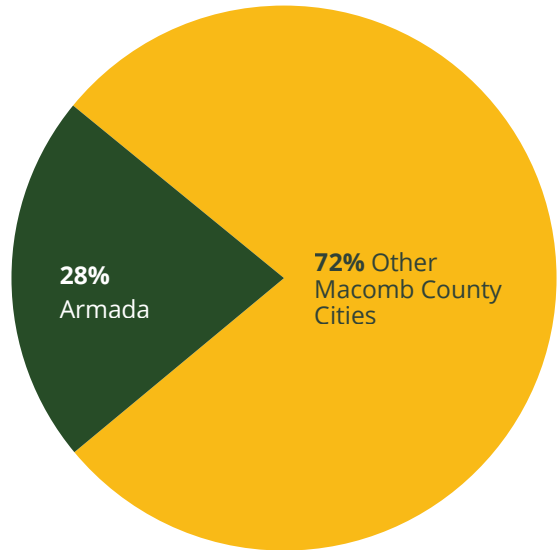
Geographic Reach

Annual Reach (Nov 1, 2024 - Nov 1, 2025)

While PAL Camp proudly calls Armada home, our impact extends far beyond its borders. This year, 27.9% of our social reach comes from Armada, while the remaining 72% spans cities and towns across Southeast Michigan — a powerful reflection of how deeply our message resonates throughout the region.

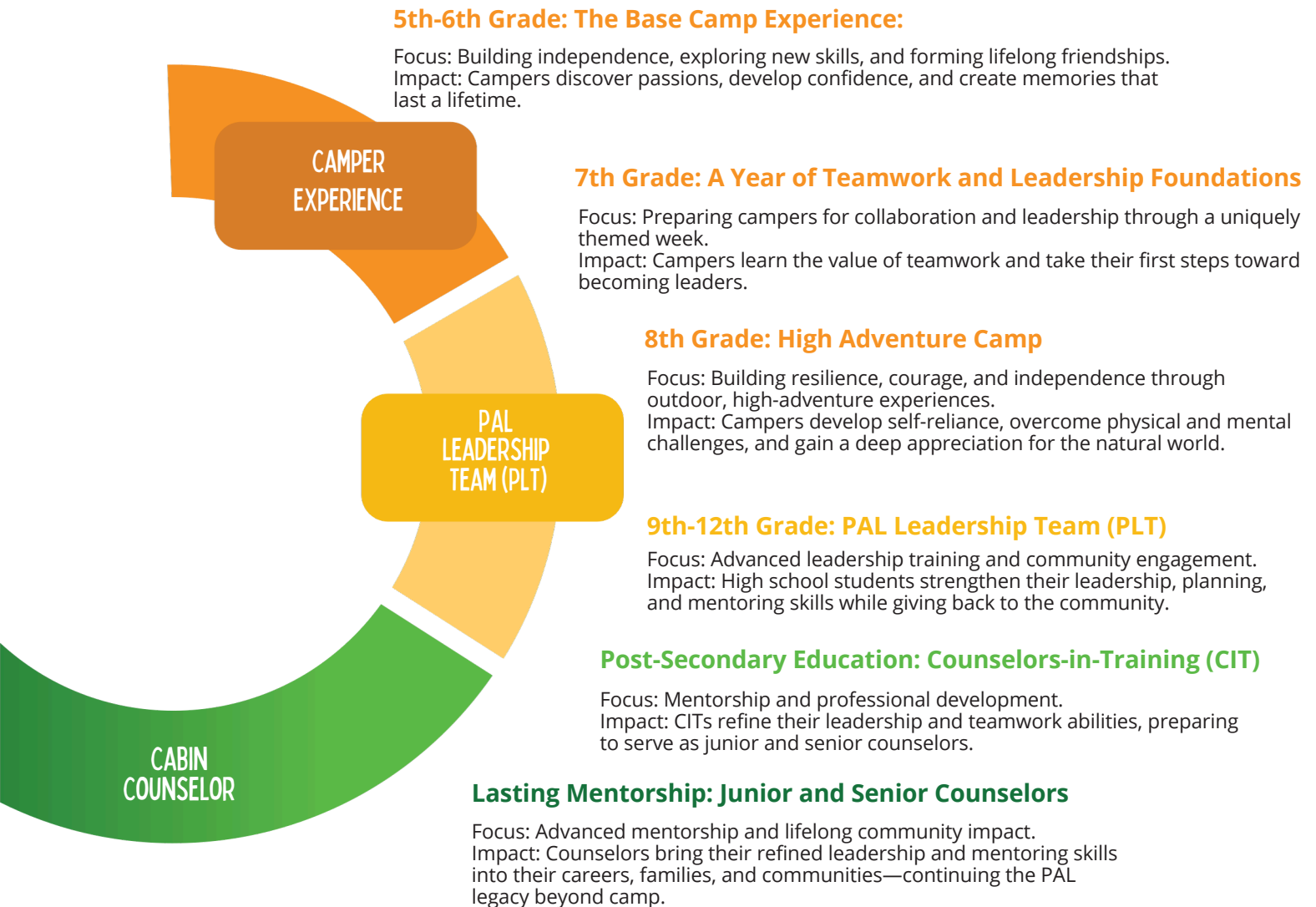
This data is a testament to the vital role we play in connecting communities, fostering collaboration, and driving meaningful change. It highlights the extraordinary opportunity we have to unite diverse voices and expand the reach of our mission.

Your support enables us to deepen our roots in Armada while serving as a bridge to neighboring communities, enriching lives and strengthening bonds across Macomb County and beyond. Together, we're not just reaching people — we're building a network of shared purpose and transformation.



THE PAL CYCLE OF IMPACT

The PAL journey is a transformative, multi-generational experience that fosters growth, leadership, and lifelong connections. Lessons and traditions now reach a third generation of campers—ensuring a lasting impact on individuals, families, and the broader community.



A Legacy That Endures The enduring values and traditions of PAL Camp now live on through second and third generations—as the children and grandchildren of original campers and staff members join as campers themselves. This generational continuity ensures that PAL’s lessons of friendship, leadership, and service continue to ripple outward, enriching both the camp and the broader community.

STAFF FACT

Over the past 40 years, more than 300 individuals have volunteered with PAL Camp. Among those who return beyond their first year, the average tenure is an impressive 7.1 years—a testament to the enduring commitment and community built through this experience.



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SIMPLY PUT: WHY SPONSOR PAL?

Community Engagement and Visibility

Sponsoring PAL Camp connects your business directly to a long-standing community tradition, positioning your brand as a key supporter of youth development and local engagement.

Season Reach

With over 560K+ reached on Facebook alone happening between April and September, your sponsorship aligns your brand with our peak visibility season, maximizing exposure during the most active months for families, volunteers, and community supporters.

Digital Recognition

Your business will receive robust digital promotion across our website and social media platforms, engaging with an audience that values local impact and authentic partnerships. All engagement is achieved organically—no paid promotions—ensuring genuine community connection and trust.

Broader Regional Influence

While our organization proudly calls Armada home, the impact of our work extends far beyond. 27.9% of our digital audience resides in Armada, while the remaining 72.1% spans across Southeast Michigan cities and towns, reflecting the broad reach and ripple effect of our programs.

Valuable Sponsor Benefits

Sponsors enjoy a range of meaningful perks, including an 8x8" decal to proudly display your support, enhanced visibility at key events such as our annual golf outing, and recognition across campaign materials and community promotions.

Support a Generational Legacy

PAL Camp spans over four decades and now includes second- and third-generation participants, strengthening its influence across families and time. Your sponsorship builds on this legacy, showing your commitment to preserving and growing lasting community traditions.

Invest in Youth Leadership

By sponsoring PAL Camp, your business helps foster leadership, teamwork, and resilience in campers from 5th grade through post-secondary education, ensuring a positive, long-term impact on the next generation of leaders.



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