



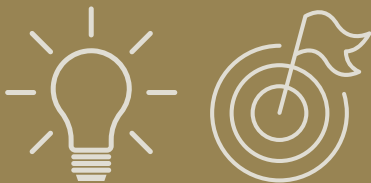
Our community partnership program is an opportunity for you to interact with and support the Grand Rapids recovery community. Thank you for your interest!



# COMMUNITY PARTNERSHIP OPPORTUNITIES



**ALANO CLUB OF  
KENT COUNTY**



### **Our Vision**

Rebuilding lives, healing families and strengthening communities with the goal of ending the generational cycle of addiction and its devastating impact on society.

### **Our Mission**

Serving those affected by life threatening addiction by providing a welcoming place supporting recovery meetings and fellowship.

When you partner with the Alano Club of Kent County, you become a recognized and celebrated supporter of the recovery community. Home to more than 70% of all AA meetings held in Grand Rapids and serving as a beacon in the recovery community since 1952, the Alano Club is affectionately known by many as the place that helped them find sobriety, recovery, community and helped them turn their life around.

We are open 365 days a year to those searching support. The value your partnership provides cannot be understated - it is essential to helping us keep the lights on and the doors open to those who need us most. Addiction is not a matter of willpower or bad choices - it is a chronic disease that requires support and intervention, and our programs are proven effective.

We have structured a handful of partnership options designed to provide you with valuable recognition and interaction with our community and take advantage of Club resources. As a 501(c)3, your contributions to our cause are tax deductible.

Thank you for considering supporting the Alano Club as a community partner.

# ABOUT US



# AUDIENCE REACH

BY THE NUMBERS

2,000

WEEKLY ONSITE VISITORS

121

WEEKLY RECOVERY MEETING GROUPS

1,200

EMAIL SUBSCRIBERS

20,000

ANNUAL WEBSITE VISITORS

2,500+

MEETING SCHEDULES SHARED

2,500

FACEBOOK FOLLOWERS

3,000+

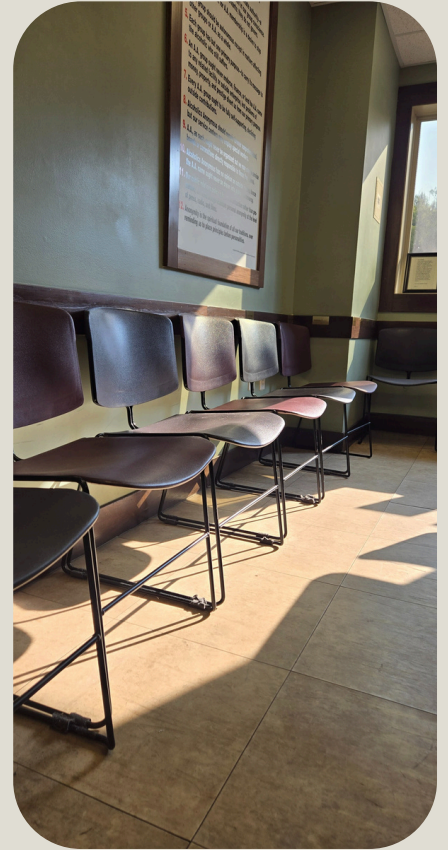
VOLUNTEERS



# NAMING RIGHTS



The Club has two communal spaces available for naming rights - the café and the library. With an annual donation of \$15,000, you can receive rights to name one of these rooms. Permanent signage will be installed at the entrance of the room, and wayfaring signage will be installed in other areas of the building. Additional signage opportunities will be available. Minimum agreement of three years required.



## ADOPT A ROOM

The Club hosts nine meeting rooms onsite identified by room numbers or letters. With an annual donation of \$5,000, you can “adopt a room” and will receive signage at the door of the room with your business name, or in honor of an individual. Additionally, you will receive signage

within the room which can share information about who the business or person is that has adopted the room. Your name can become a staple within our community onsite. With an average of 2,000 weekly visitors to the Club, your contribution and recognition will touch every person onsite. Rooms host up to 25 meetings per week, where regular visitors will come to know your name as an important supporter of the recovery community.



# PARTNER BENEFITS



## COMMUNITY RESOURCES LISTING

Include your business name, website, email, phone number and address on our NEW community resources list which will be available on the website and onsite. Enhanced listings include a logo and promotional description.

---

## MEETING/EVENT SPACE

Access to our meeting room space to host an event, meeting or workshop. Can be used for private events or for events promoted to our audience. For events open to Alano Club members and visitors, we will help promote your event by posting fliers or digital signs you provide, and include in our emails and social media promotions to our audience.

---

## EVENT TICKETS

Join us at the annual Gala or charity golf event with comped tickets.

---

## LOBBY PROMOTION

Provide your printed promotional materials within our lobby year-round.

---

# EVENT SPONSOR RECOGNITION

Your organization will be recognized as a top sponsor at both our annual Gala and charity golf event in all signage and onsite recognition at no additional cost.

---

## DIGITAL SIGNAGE

Have your logo displayed on our digital screen in the lobby and on our community partners page on the website with recognition as a community partner year-round. Enhanced signage will provide an individual digital sign with your messaging and recognition as a partner on our homepage.

---

## ONSITE SIGNAGE

We will print and display signage on the lobby wall year-round with your logo and space for a description/promotional message, URL, and QR code.

---

## PRINT PROMOTION

We will include your logo and website URL in a community partnership section that is printed on all meeting schedules. Approximately 2,500+ schedules are printed and distributed to visitors and throughout the Grand Rapids community each year.

---

## PROMOTE TO OUR COMMUNITY

Ability to develop up to 2 promotional emails per year with your branding and messaging to be sent to our community email list, and we will share and boost 4 of your social media posts throughout the year.

---

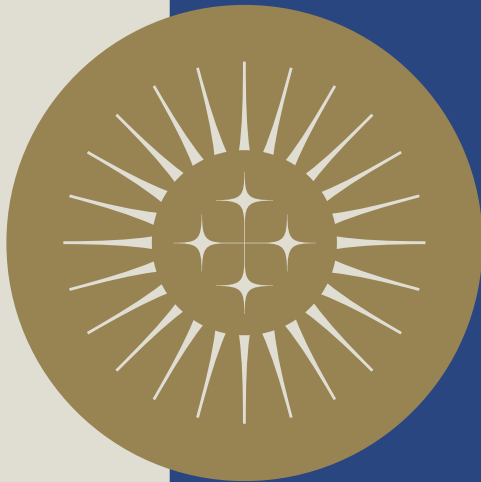
## GIFT MEMBERSHIPS

Ability to gift annual memberships to your clients, partners or staff. Membership includes discounts on event tickets and free coffee or soda when visiting the Club.

---



# PARTNERSHIP PACKAGES



**CHAMPION**

ENHANCED COMMUNITY RESOURCES LISTING

MONTHLY MEETING/EVENT SPACE

16 EVENT TICKETS

EVENT SPONSOR RECOGNITION

ENHANCED DIGITAL SIGNAGE

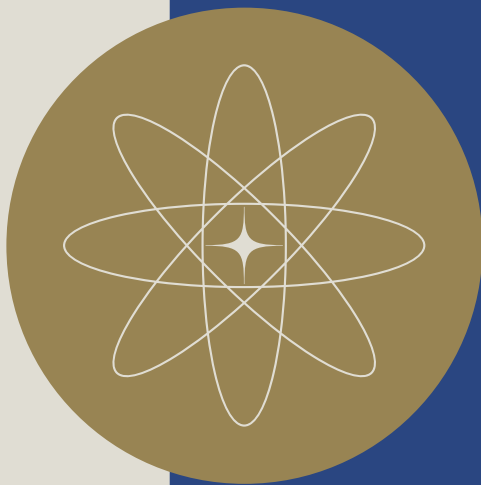
PROMOTE TO OUR COMMUNITY

UNLIMITED GIFT MEMBERSHIPS

ONSITE SIGNAGE

PRINT PROMOTIONS

**\$10,000**



**ADVOCATE**

ENHANCED COMMUNITY RESOURCES LISTING

MONTHLY MEETING/EVENT SPACE

12 EVENT TICKETS

ENHANCED DIGITAL SIGNAGE

PROMOTE TO OUR COMMUNITY

20 GIFT MEMBERSHIPS

LOBBY PROMOTION

**\$5,000**





**COMPANION**

ENHANCED COMMUNITY RESOURCES LISTING

QUARTERLY MEETING/EVENT SPACE

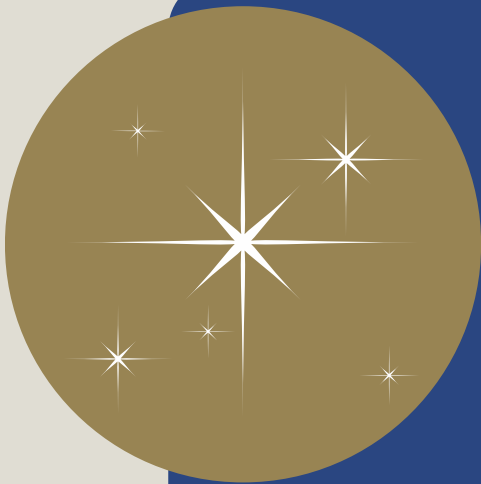
6 EVENT TICKETS

DIGITAL SIGNAGE

10 GIFT MEMBERSHIPS

LOBBY PROMOTION

**\$3,000**



**PATRON**

ENHANCED COMMUNITY RESOURCES LISTING

ANNUAL MEETING/EVENT SPACE

2 EVENT TICKETS

5 GIFT MEMBERSHIPS

LOBBY PROMOTION

**\$1,500**



**SUPPORTER**

COMMUNITY RESOURCES LISTING

2 EVENT TICKETS

LOBBY PROMOTION

**\$500**





THANK YOU  
FOR YOUR  
CONSIDERATION!

## CONTACT

Jena Johnson  
Executive Director  
616-301-1491  
[jjohnson@gralanoclub.org](mailto:jjohnson@gralanoclub.org)

