



# Team Volunteer Opportunities at the Ann Arbor Summer Festival

Be a part of this community tradition. Volunteer with your friends in a fun atmosphere while enjoying great music and supporting a fantastic event that has been a part of Ann Arbor for 34 years! With over 200+ volunteers annually, the festival relies on organizations & individuals like you to carry off our exhilarating celebration of 160+ concerts and events for nearly four-weeks each summer.

## Make an Impact Together

The festival has many diverse and rewarding volunteer opportunities and it's our teams of volunteers who make the most impact. We are seeking corporate groups, sports teams, school groups, families, friends and neighbors who can volunteer in teams of 6 people or more for one night at Top of the Park. Volunteer teams provide a higher level of service to festivalgoers and help ensure Top of the Park remains welcoming and free to our community.

We're looking for groups to sign up as a team of volunteer greeters at Top of the Park. Greeters play an essential role in the festival's success by welcoming attendees, sharing insider performance information, helping with first aid, collecting on-site donations for the Keep TOP Free campaign, and most importantly, being the first and last 'welcome' for a positive patron experience. We need you!

## Time Commitment

Each participating team will be assigned its own shift at Top of the Park Tuesdays through Sundays, June 9- July 2, 2017. Teams volunteer in shifts from 5 pm to 8 pm. The festival goes until midnight - feel free to stay and enjoy!

## A Rewarding Experience

With different organizations & social groups volunteering every night, this is a great opportunity for your organization give back to the Ann Arbor community. As a greeter, you can **win nightly prizes including Mainstage tickets, free drinks, and free food** while being recognized for your commitment to our community!

Team Volunteer Sign Up Online - [bit.ly/A2SFVolunteerTeams](http://bit.ly/A2SFVolunteerTeams)

|           |             |                           |  |
|-----------|-------------|---------------------------|--|
| Team Name |             | Group Contact             |  |
| Email     | Phone       | # of Volunteers           |  |
| Dates     | # of Nights | Volunteered @ TOP before? |  |

Please submit this form by email to [dion@a2sf.org](mailto:dion@a2sf.org)

For more information, contact Kari Dion, Marketing and Programs Manager at [dion@a2sf.org](mailto:dion@a2sf.org) / 734-994-5977

## Volunteer Team Benefits

Est. promotional value ranges from \$500 - \$1,350



The team who raises the most donations wins a free group tent party the following season (\$1,250 - \$2,000 value)



Win nightly prizes including Mainstage tickets, free drinks, & food



Featured team shout-outs the evening of volunteering 18,427 facebook, 7,565 Twitter, 1,552 instagram



a2sf.org gets, 1.08M avg. pageviews and 348k visitors per year



Your team's name credited on the volunteer page if schedule prior to May 1; 15,000 pieces



Your team's name announced by stage emcees as the evening volunteer team

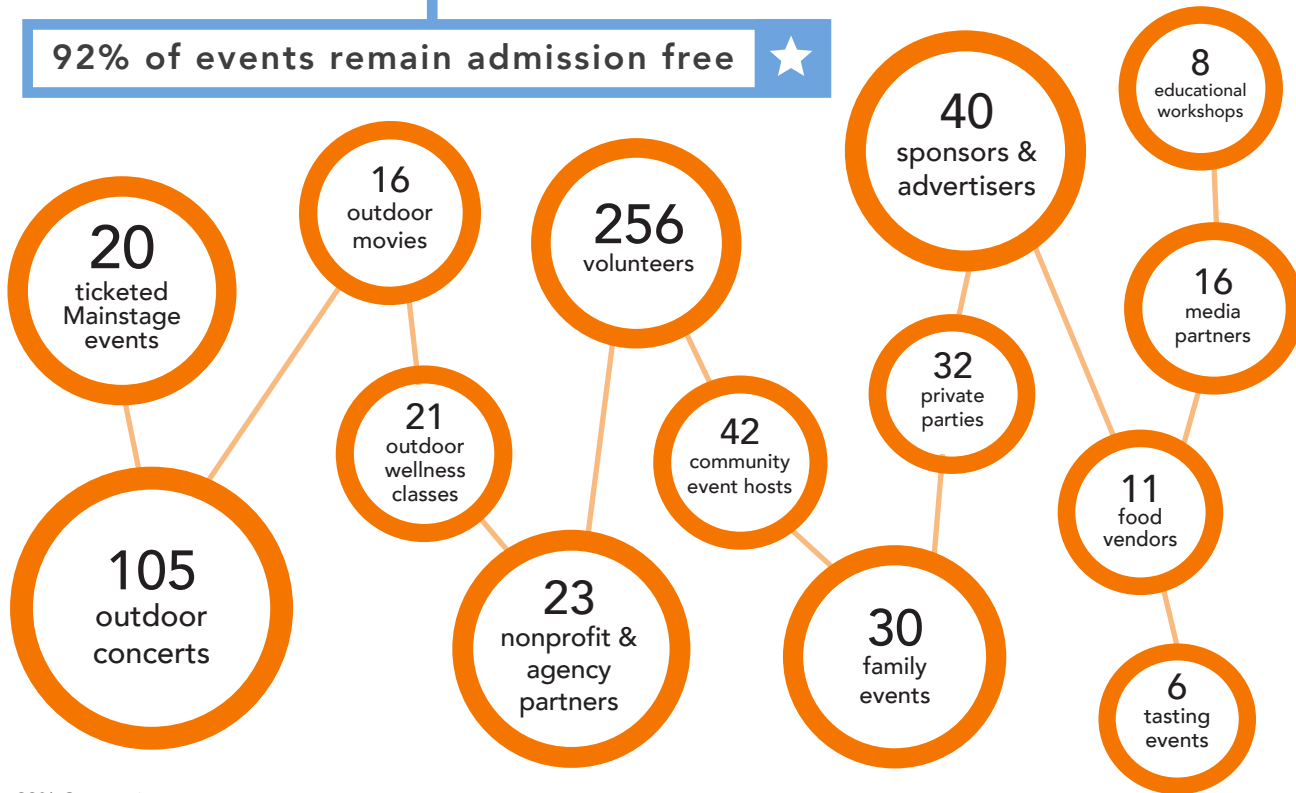


Text credit on outdoor signs, at various locations

# ANN ARBOR SUMMMER FESTIVAL

27 DAYS, 8 VENUES, 175 CONCERTS & EVENTS,  
400+ LOCAL, NATIONAL, AND INTERNATIONAL ARTISTS

92% of events remain admission free ★



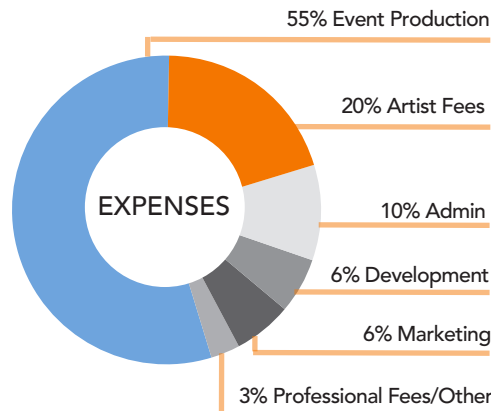
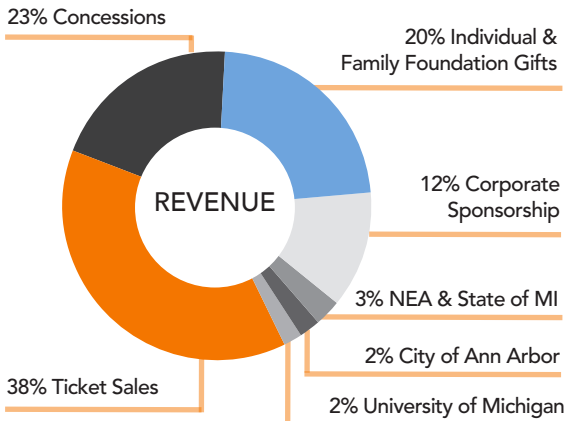
1,088,863  
website  
page views



348,742  
website  
visitors



52,150  
mobile app  
downloads



43K+ DIGITAL CONNECTIONS

15,753

18,427

7,565

1,552

VISITOR ORIGIN

57% southeast mi  
25% the midwest  
10% united states  
8% international



36% have attended Top of the Park for 10+ years

35% attend with kids



FESTIVAL REGIONAL ECONOMIC IMPACT

**\$3,447,250**

Data from the Ann Arbor Area Community Foundation Nonprofit Arts Economic Calculator

150,000+ FESTIVAL REACH 80K IN PERSON + 70K VIRTUAL