



OUR MISSION

To create a safe environment where law enforcement and community partners empower young people to reach their full potential through athletics, mentoring, and enrichment programs.

Oakland County Sheriff PAL (Police Athletic League) Program, a 501c3 nonprofit, was founded in 2015 by Sheriff Michael Bouchard. PAL fulfills a critical need within the community, ensuring all children have access to high-quality sport and enrichment programs, along with all the benefits that they yield. Our programs are designed to help youth feel a sense of belonging, build strong character and cultivate a lifelong love of being active. Our primary goals are to (1) Improve physical & social emotional health (2) Develop strong character & self-confidence (3) Promote skill building & ongoing participation in recreation (4) Build trusting relationships between youth & other invested adults.

Sheriff PAL provides an average of 3,000 youth annually (12,000+ since its inception) the opportunity to experience the joy of play through a variety of programs, all offered at no cost to the family. Participants are never asked to “pay to play” with PAL. Our programs are made possible through dynamic collaborations between area nonprofits, facility partners, schools, volunteers and funders that share a common commitment of working collaboratively for all youth in our community to thrive.



Track



Basketball



Cheer



Soccer



Mindfulness & Yoga



Lacrosse



Baseball



Mentoring

Our Pillars: Character Counts

We prioritize embedding life lessons and character building alongside sports.

- **Optimism** – We choose to see challenges as chances to learn.
- **Empathy** – We understand the unique traits and experiences that each of us brings to the team. We are welcoming and kind to all.
- **Respect** – We value our coaches, teammates, spaces we play in, and the opportunities we are given.
- **Responsibility** – We take ownership of our actions and our attitude.
- **Teamwork** – We look out for each other. We play fair. We share success and learn from loss.



AT PAL, THE COACHES ARE ALWAYS TALKING ABOUT THE CHARACTER PILLARS. THEY HELP ME MAKE GOOD DECISIONS AT SCHOOL & AT HOME.

Looking Ahead

As we enter into our second decade of impact in the community we are eager to launch new programs and opportunities at the Webster Community Center, expand access for preschool and middle school aged children, and partner with other organizations to bring holistic out of school time experiences to all youth in Pontiac and broader Oakland County. Thank you for your ongoing support in bringing this vision to fruition—every volunteer, donor, community advocate, and PAL family are part of this amazing team.

We invite you to view the difference we make every day in kids' lives, by perusing our social media accounts on Facebook and Instagram @sheriffpal.



SPONSORSHIP OPPORTUNITIES

Sheriff PAL is pleased to offer a variety of ways to support youth in our community while raising awareness of your organization or business through program sponsorships and in kind donations. All programs are free to the community and include high quality coaches, equipment, uniforms when applicable and a safe play environment. Have an idea for a different way to partner? Reach out to sheriffpal@gmail.com.



Community Baseball League Presenting Sponsor: \$20,000

Presenting sponsor for the 2026 Sheriff PAL Summer Baseball League, benefiting 250+ youth, ages 5-12.

- Exclusive logo placement on jerseys
- Presenting Sponsor logo recognition on event flyer, signage and all promotional materials
- Opportunity to distribute items and/or have a table at the end of season celebration
- Shoutout on PAL & Oakland County Sheriff's Office social media pages
- Logo listed on Sheriff PAL website
- Recognition plaque
- 4 tickets to a mutually agreed upon PAL event such as the golf outing



Community Soccer League Presenting Sponsor: \$15,000

Presenting sponsor for the 2026 Sheriff PAL Elementary Fall Soccer League, benefiting 200+ 3rd and 5th graders.

- Exclusive logo placement on jerseys
- Presenting Sponsor logo recognition on event flyer, signage and all promotional materials
- Opportunity to distribute items and/or have a table at the end of season celebration
- Shoutout on PAL & Oakland County Sheriff's Office social media pages
- Recognition plaque
- 4 tickets to a mutually agreed upon PAL event such as the golf outing



Cops vs. Kids Charity Basketball Game Sponsor: \$10,000

Presenting sponsor for the 2nd Annual Cops vs. Kids game, hosted at UWM Sports Complex in October 2026.

- Exclusive logo placement on jerseys
- Presenting Sponsor logo recognition on event flyer, signage and all promotional materials
- Opportunity to distribute items and/or have a table at this special event
- Shoutout on PAL & Oakland County Sheriff's Office social media pages
- Recognition plaque
- 4 tickets to a mutually agreed upon PAL event such as the golf outing



Summer Golf Outing Meal Sponsor: \$5,000

Opportunity to sponsor lunch or dinner at the Sheriff PAL Golf Outing, in partnership with West and AUCH Construction on Friday, July 17.

- Recognition on event flyer, signage, and all promotional materials
- Opportunity to distribute items in event swag bags or have a table at the event
- Includes a golf foursome at the event (Pine Knob)
- Other sponsorship opportunities available at the \$2500, \$1000, and \$500 price points for this event. Ticket information can be found at sheriffpal.com/events

ADDITIONAL WAYS TO SUPPORT SHERIFF PAL



\$1000

Sponsor the Team

Ensures multiple kids can participate + logo recognition on program apparel



\$250

Sponsor the Dream

Sponsors a child to participate in a full session of sports or mentoring.



\$100

Sponsor the Gear

Provide a child with the gear to participate in a sport.

We are always looking to provide kids the right equipment to play safely and the food to stay fueled. Consider hosting a supply drive. Items on our list: youth soccer shin guards, soccer cleats, baseballs, gently used baseball gloves, fruit leathers, packaged crackers, popcorn, granola bars, applesauce pouches.



← Register for upcoming programs, volunteer, & make donations here



SheriffPAL@gmail.com



@SheriffPAL