

Media Release



Bank of Ann Arbor Signs as Exclusive Presenting Sponsor for Minor League Soccer Team

Ann Arbor, Michigan, April 17, 2015 – the entire staff of Bank of Ann Arbor, is genuinely excited to announce that we are the exclusive Presenting Sponsor minor league soccer team, **AFC Ann Arbor**, a founding club member in the Great Lakes Premier League.

Bank of Ann Arbor is a highly regarded in Michigan with a long-time emphasis on active healthy lifestyles with high commitment to giving back to our communities. Today, we announce that we are teaming up with AFC Ann Arbor, adding even greater resolve to our mission. We are proud to share this announcement which includes exclusive sponsorship of the home and away team jersey, and all replica jerseys, sporting the BOAA brand.

“We are thrilled to be the Presenting Sponsor for AFC Ann Arbor’s inaugural season. Our decision was made easy when we learned of all the great community leaders who crafted this team; the give-back to area families with reasonable ticket prices; and the convenient location of Pioneer High School. We thought their plans for integrating surrounding communities with events for all ages was a great fit too,” says Timothy Marshall, President and CEO of Bank of Ann Arbor. “Soccer is popular, no doubt about it. Michigan is the single highest ranked Midwest state for US Youth Soccer registrations with over 92,000 young people. Followed next by Illinois at roughly 80,000 then Minnesota at roughly 76,000 participants. It’s a family event and we are all about supporting families and bringing entertainment that encourages team play while enjoying our pure Michigan out-of-doors.”

The bank will also be recognized in print and electronic media, at special events and will be cross-promoted throughout the season on social media platforms. Other benefits include tickets to games and in-game recognition. These benefits will allow the bank to reward staff and invite customers to join in the fun.

"When it comes to finding a title sponsor for a soccer club, you're really looking for more of a partner than a sponsor. You want an organization that represents your brand and your community just as well, if not better than you do. In Bank of Ann Arbor, we've not only found the perfect partner that embodies what Ann Arbor is all about, but we found someone that we'd like to build and grow our brand with as well," says Bilal Saeed, Co-owner, AFC Ann Arbor. "Like AFC Ann Arbor likes scoring goals, Bank of Ann Arbor loves to help. This partnership is a testament to how they continue to help our community thrive and grow. We're thrilled to have Bank of Ann Arbor as the teams title sponsor and look forward to sharing our success on and off the field with a partner that shares so much with Ann Arbor."

About Bank of Ann Arbor

Bank of Ann Arbor is a locally owned and operated bank with total assets and assets under management of over \$2 billion, serving people and businesses in the Ann Arbor area with offices at the corner of Fifth Avenue and Washington Street in downtown Ann Arbor, in the Traver Village Shopping Center, at the corner of Stadium and Liberty streets, on West Ellsworth Road in Pittsfield Township, on West Michigan Avenue in downtown Ypsilanti, and in Plymouth on Ann Arbor Road. Its newest office opened in January 2013 on East Michigan Avenue in downtown Saline. The web site is www.boaa.com. Visit us on Facebook, Twitter, and LinkedIn.

###