CSRA KIDS
FAMILY FUN CLUB

2026 Season Theme

"My Community. Our Adventures."

Community Partnership & Advertising Guide

CSRA Kids connects thousands of local families each month through trusted community guides, events, and digital resources.

What Is CSRA Kids?

CSRA Kids is a digital family resource that connects parents across the Augusta Metro and Aiken County regions with events, activities, camps, parks, and local businesses.

Founded in 2017, CSRA Kids was created to help families easily discover what's happening in our community and make meaningful memories together.

Through our website, social media platforms, and community partnerships, CSRA Kids helps families navigate local activities while supporting the businesses that make our region special.

Our Mission

To connect families with community events and resources that help them create memories of a lifetime.

Who We Reach

Connecting thousands of CSRA families each year through trusted local resources.

Platform Reach (Average Annual)

Website
380K+ average yearly pageviews
136K+ average new visitors per year

Search Visibility
3+ Million Annual Google Search Impressions

Social Media
1M+ annual content views

Audience Snapshot

Primary Audience
90% women
Ages 25–34 core demographic
Household income $50K–$100K

Who They Are
Local parents planning:
Weekend Activities
Camps
Family Outings
Dining
Seasonal Events

CSRA Kids is a trusted local resource that helps families discover events, activities, parks, camps, and businesses across the Georgia-South Carolina CSRA region.

Ways to Partner with CSRA Kids

Family Club Business Partnership Program

The CSRA Kids Family Club Sponsorship Program gives local businesses a powerful way to advertise, give back, and build lasting trust with families while directly supporting teachers and students across the CSRA.

This isn't passive advertising; it's visible community impact paired with meaningful family engagement.

How It Works (For Businesses)

Choose a Sponsorship Level

Businesses select a monthly or annual sponsorship tier aligned with their marketing and community goals.

Provide a Family-Friendly Perk

Sponsors offer a perk for local families such as:

- Discounts
- Free items or upgrades
- Coupons or vouchers
- Event giveaways
- Exclusive Family Club Offers

Your Sponsorship Supports Local Teachers

A portion of every sponsorship supports the CSRA Kids Teacher Appreciation Program, helping provide:

- Teacher appreciation stipends
- Classroom pizza parties
- Student prize boxes

We Promote Your Business to Families

Participating sponsors receive visibility through:

- CSRA Kids Family Club promotions
- Digital business spotlights
- Event shoutouts
- Sponsor listings in Family Club materials
- Inclusion in seasonal family guides

Recognition as a Community Partner

Families don't just see your logo, they see your values in action. Sponsors are recognized as businesses that actively support local teachers and students.

See sponsorship levels on the next page →

Your Investment

CSRA Kids connects thousands of local families each month through trusted community guides, events, and family resources across the CSRA.

Community Partner
$100/month

Best for small businesses beginning local outreach

- Listed as a CSRA Kids Community Partner
- Business logo included in Family Club materials
- Opportunity to offer one Family Club perk
- Public recognition as a teacher-supporting business
- Helps fund the monthly Teacher Appreciation Program

Family Champion
$250/month

Best for businesses focused on family engagement

Includes all Community Partner benefits, plus:

- Rotating featured business spotlight
- Promotion of 1–2 exclusive Family Club perks
- Logo placement in Teacher Appreciation promotions
- Recognition tied to the Teacher of the Month celebration

Education Ally
$500/month

Best for businesses seeking strong visibility and community impact

Includes all Family Champion benefits, plus:

- Premium placement in Family Club promotions
- Dedicated social media recognition
- Opportunity to co-sponsor a teacher pizza party or prize box
- "Proud Supporter of CSRA Teachers" designation

Legacy Builder $1,000/month

Best for anchor businesses and community leaders

Includes all Education Ally benefits, plus:

- Exclusive top-tier recognition
- Naming recognition for a Teacher Appreciation award
- Prominent branding at events and promotions
- Custom community partnership opportunities
- Impact reporting showing teacher and student reach

CSRA Kids Teacher Appreciation Program

The CSRA Kids Teacher Appreciation Program is a community-funded initiative that celebrates and supports the educators who make our schools stronger.

Each month, a portion of the proceeds from the CSRA Kids Family Club and business sponsorships is used to recognize one local teacher through meaningful classroom support and community recognition.

This program was designed to make appreciation tangible, joyful, and community-driven.

How the Program Works

Families and businesses support the CSRA Kids Family Club.

- A portion of those proceeds is set aside for the Teacher Appreciation Fund.
- One teacher is selected each month through a school-aligned process.
- The teacher receives classroom support and recognition as part of a community celebration.

This approach ensures teachers are recognized in ways that are practical, positive, and meaningful for both educators and students.

How the Program Works

Teachers shape the daily lives of our children and families. The CSRA Kids Teacher Appreciation Program helps ensure that educators feel valued and supported by the community they serve.

By connecting families, businesses, and schools, the program creates a visible reminder that when we support teachers, we strengthen the entire community.

What the Program Provides

Each month, CSRA Kids selects a local teacher to receive:

- A classroom pizza party celebration
- A student prize box for classroom rewards
- A teacher appreciation stipend or gift
- Public recognition through CSRA Kids platforms

The program rotates across local school districts throughout the CSRA to ensure broad and equitable community support.

CSRA Kids Grant Fulfillment Program

The CSRA Kids Grant Fulfillment Program helps nonprofit organizations, public agencies, and community initiatives meet grant-required outreach, engagement, and participation goals by leveraging the trusted CSRA Kids family platform. Rather than building outreach systems from scratch, organizations can partner with CSRA Kids to connect directly with local families through a trusted, established community network.

CSRA Kids serves as a non-clinical, non-service-delivery outreach partner, helping grant-funded programs reach the families they are designed to serve.

How the Program Supports Grant Initiatives

CSRA Kids provides structured community outreach support, including:

- Promotion of grant-funded programs and services
- Community awareness campaigns targeting local families
- Event promotion and participation recruitment
- Family engagement through digital and community channels
- Participation tracking and documentation support

This allows grant recipients to focus on program delivery while CSRA Kids helps ensure families know about and participate in available resources.

Why Organizations Partner With CSRA Kids

Organizations choose CSRA Kids because we provide:

- Trusted access to local families
- Consistent year-round outreach
- Community-based promotion that families already rely on
- Reduced administrative burden for grant teams
- Documented engagement and participation support

Ideal Grant Partnerships

The program is especially effective for initiatives focused on:

- Public health outreach
- Youth development programs
- Education and literacy initiatives
- Family support services
- Community wellness programs

CSRA Kids helps ensure that important programs reach the families they were designed to support.

The Result

By partnering with CSRA Kids, grant-funded programs can extend their reach, increase participation, and strengthen their impact across the Georgia–South Carolina CSRA region. CSRA Kids helps bridge the gap between funded initiatives and the families they are meant to serve.

Partners & Collaborations

CSRA Kids proudly collaborates with a wide range of local businesses, schools, nonprofits, and regional organizations to connect families with meaningful community experiences.

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About the Founder & Publisher

Brandy Mitchell is the founder of CSRA Kids, a community platform dedicated to helping families across the Central Savannah River Area discover local events, activities, camps, and family-friendly businesses. What began as a simple way to help parents find things to do with their kids has grown into a trusted regional resource connecting thousands of families with local organizations, schools, and businesses. Through CSRA Kids, Brandy works to create opportunities for children to explore their community while supporting the people who help it thrive, from small businesses and nonprofits to educators and community leaders.