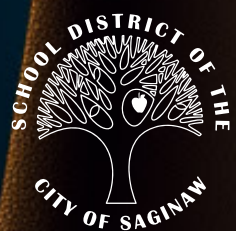# Your Talent Belongs Here.

SASA empowers the next generation of creators, scholars, and leaders through a nationally recognized, tuition-free education in the arts and sciences.

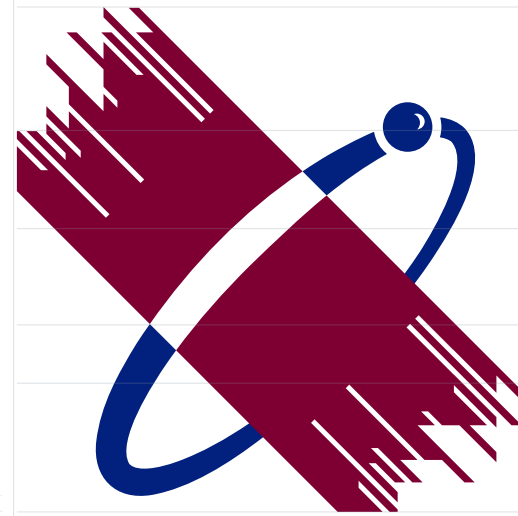SAGINAW ARTS & SCIENCES
ACADEMY

EXCELLENCE

INNOVATION

TALENT

OPPORTUNITY

CREATIVITY

LEADERSHIP

COMMUNITY

IMPACT

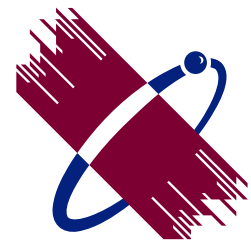SAGINAW ARTS & SCIENCES
ACADEMY

CAREER-FOCUSED
OPPORTUNITIES

SAGINAW ARTS & SCIENCES
A C A D E M Y
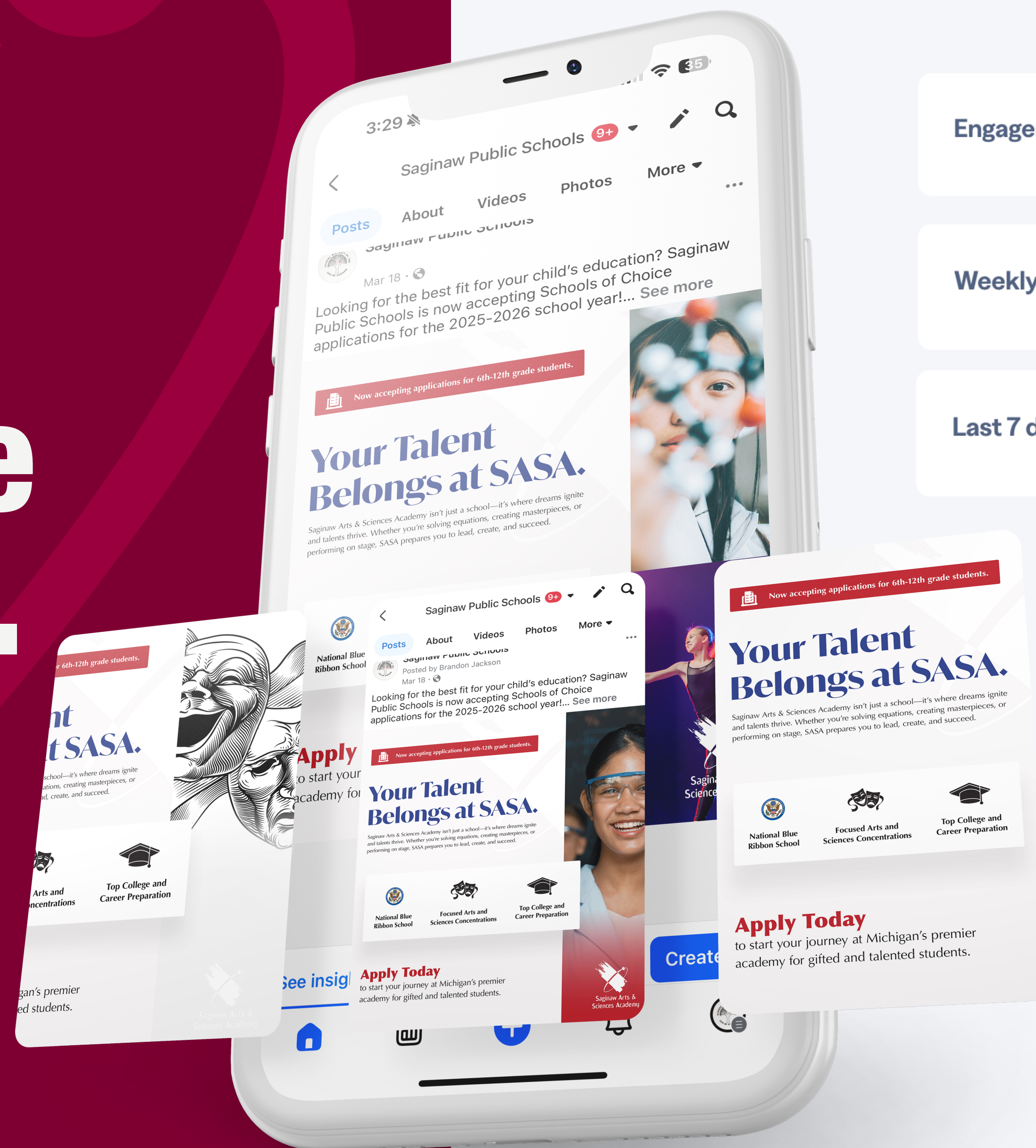
SASA

SASA
DRAGONS

DRAGONS

# What We've Been up to.

Rolling out a campaign-ready brand that shows students and families exactly what makes SASA extraordinary.

| Engagements | 786 |
| Weekly change | ↗ +100% |
| Last 7 days | 55 |

Commercial Ad

**Your talent belongs at SASA**

Join us for the **Saginaw Arts & Sciences Academy** Information Night and explore why SASA is Michigan's premier academy for gifted and talented students.

**Date:** February 25, 2025
**Time:** 5:30 PM
**Location:** 3115 Mackinaw St., Saginaw, MI 48602

**What to Expect**

- Tour our campus and state-of-the-art facilities.
- Learn about our award-winning concentrations: Math/Science, Visual Arts, Dance, Theatre, Language Arts/Global Studies, and Voice/Keyboard.
- Meet our exceptional faculty and hear from current students.
- Sign up for admissions testing onsite.

Discover Your Future

**Take the first step toward your bright future.**

▶ National Blue Ribbon School
▶ Ranked 4th in Michigan for SAT Scores
▶ $9.8M in Scholarships Awarded to Class of 2023

**Apply Today!**

SAGINAW ARTS & SCIENCES ACADEMY

Visit **www.spsd.net/sasa** or call **(989) 399-5500** for more information.
3115 Mackinaw St., Saginaw, MI 48602

Math/Science Concentration

Visual Arts Concentration

Dance Concentration

Voice/Keyboard Concentration

Global Studies/ELA Concentration

Saginaw Arts and Sciences Academy, they master their

# What's Coming Next

Strategic outreach to boost awareness, drive applications, and reinforce SASA's distinction across the region.

# Regional social push

Purpose: To raise awareness and build interest among prospective students and families across Saginaw and surrounding counties by showcasing SASA's unique offerings through highly targeted, brand-aligned content.

Description:
We're launching a coordinated social media campaign focused on regional visibility and engagement. The goal is to ensure that every high-achieving student and their family within a 30–50 mile radius knows that SASA exists, and that enrollment is open.

Content will feature:
- Student-focused visuals highlighting arts + science concentrations
- Short-form video clips showing real SASA life: in the studio, in the lab, on stage
- Carousel posts explaining how half-day/full-day enrollment works
- Parent-focused messages around college readiness, public access, and selectivity
- Ad retargeting to website visitors and open house RSVPs

Platforms:
Instagram, Facebook, YouTube Shorts, and TikTok

Paid and organic strategy, geo-targeted by ZIP code, grade level, and interest clusters (STEM, arts, gifted/talented programs)

---

SAGINAW ARTS & SCIENCES ACADEMY

**Ranked 4th in Michigan for SAT. $9.8M in Scholarships.**

At SASA, preparation isn't the goal—it's the standard. For students who want to lead, innovate, and go further. Applications open for grades 6–12.

Explore Our Path to College

---

SAGINAW ARTS & SCIENCES ACADEMY

**At SASA, art meets ambition. And science sparks imagination.**

Why choose between creativity and intellect? SASA students do both—beautifully. From dance studios to chemistry labs, every day is immersive, challenging, and unforgettable.

See Our Concentrations

---

SAGINAW ARTS & SCIENCES ACADEMY

**I came here for the music. I stayed for the challenge.**

Real stories from SASA students on what it's like to learn, grow, and lead in a place that sees your potential.

Watch Our Student Stories

---

SAGINAW ARTS & SCIENCES ACADEMY

**We're Public. We're Tuition-Free. And We're Raising the Bar.**

SASA is open to all—but built for the exceptional. Admissions are selective because the opportunity is extraordinary.

How to Apply

---

Your talent belongs at SASA

- National Blue Ribbon School.
- 6 award-winning concentrations
- Tuition-free education for Michigan students.

Apply Today!
Visit www.spsd.net/sasa