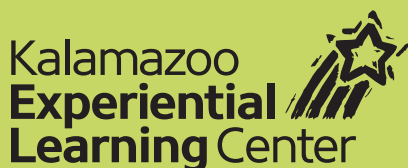


Kalamazoo Experiential Learning Center

2021 Event Sponsorship Opportunities

We create event experiences
through the power of
internships and innovation.



Just as its name implies, these Kalamazoo Block Parties are neighborhood pop-up events specifically designed to create community. Our interns create unique experiences that are fun, interactive, and out of the ordinary.

In 2020, the kids found the events to be a respite away from their houses and apartments to an educational carnival that was hosted in their backyards. They won tickets that were then used to purchase amazing toys at the “Redemption Center.” This encouraged the use of everyday math skills. They won cool prizes and learned how to make choices on their own.



Food Truck Rally events are the ultimate example of what happens when you combine food trucks, entertainment, cocktail tables, and a few games for kids. It's community. And the really cool thing about Food Truck Rally events is that they are in a space that you would never believe actually works. But it does.

KalamaTopia is an outdoor cold-air holiday market, inspired by amazing crafters, food vendors, and adult beverages that make shopping that much more fun. This is a perfect event for our Fashion Merchandise students to plan and implement.



Who We Are

As a 501-c-3 organization, the Kalamazoo Experiential Learning Center (KELC) is a place where college interns work in the areas of marketing, public relations, and event management. We engage, coach, and inspire our event teams to implement events through experiential, feet-on-the-street opportunities that connect organizations, businesses, and communities to the power of events.

KELC Board of Directors

- Becca Shemberger, KELC Events
- Bob Miller, Community Volunteer
- Deborah Droppers, KELC Events
- Erica Mokay, WWMT News Channel 3
- Erin Kelly, TCF Bank
- Greg Ayers, Community Volunteer
- Jacob Droppers, Varnum Law
- Zach Terrell, Zeigler Leadership Group

What We Do

We create event experiences. Our team follows the trends and works to understand how these trends can be relevant in our community. We outline the ways to create and manage event experiences that support brand messages and content that develops the stories your customers will embrace when they attend events. The events hosted by KELC are specifically created to connect attendees to the community, the businesses, and the belief that great things happen when people gather.

The series of events in this packet are all designed to connect businesses to the event that will ultimately sell your

product by using events to connect customers to the experience.

As you look at what events would be great to sponsor, explore the people who come to that event, check out the website, and then let us propose a way to connect in a meaningful way using live events as a way to experience your support and participation in events that matter. Attendees are loyal to the event and the businesses that support their events.

We are planning these events to happen in 2021, since they are outdoors, virtual, or designed to require masks and be socially distant.

Why be a sponsor?

Your sponsorship helps us to continue delivering programming that enhances the quality of life throughout the Kalamazoo region and connects college students to the community through event experiences. Your partnership supports funding that creates event innovation which will connect your customers to the event experience in a more authentic way.

Here's what the IEG* statistics say:

- 93% of millennial attendees say that they like brands that sponsor live events.
- 81% say that the coolest brand experiences they've ever seen somehow included music in a live setting.
- 80% admitted that the best and most effective way for brands to connect with them is through a live event.

We do it Differently

Sponsorship fulfillment is what we do naturally. In fact we work to over deliver; and, if there is a way that we can promote your brand with more power and focus, we will do that. The reason why we do it differently is because we can make those decisions right there, because our goal is to make you successful.

Did you know?

- 80% of attendees purchase product from a sponsoring brand after an event experience.
- 79% of brand managers use live events to sell their products.

Events That Intentionally Support Entrepreneurs



KalamaTopia

November

www.KalamaTopia.com

KalamaTopia is an outdoor, cold-air market that celebrates the holidays. This market is designed to attract shoppers, urbanites, and people who love to support small businesses. The attendee also looks for downtown/urban events that celebrate local retailers.

Benefits include:

- Logo/brand exposure
- Perfect for businesses that support entrepreneurs
- Ability to connect with vendors and provide support



Live Mannequin Event

Spring

This event is rather stunning. It matches Kalamazoo "personalities" with downtown window storefronts and businesses to place them as "live" mannequins promoting the new spring fashions. You might even find some of them on the street. The purpose? To promote local retail.

Benefits include:

- Logo/brand exposure
- Retailers agree to host the personalities with a matching outfit
- Businesses sponsor the personalities
- Supporting and connecting WMU students to downtown



Friday Night Food Trucks

May - October | First Fridays

www.FoodTruckRallyKZ.com

It's all about food. The 10-12 food trucks are culinary delights that provide the perfect backdrop to an "urban" gathering spot. The attendees are diverse in ethnic backgrounds. They typically range from 21-45, they have jobs and love urban settings and classify themselves as "foodies." The events attract about 800-1,500 attendees.

Benefits include:

- Five months of exposure
- Amazing business networking opportunities
- Sponsor booths and on site signage

Tuesdays On the Road

June, July, August

This event is a series that offers food trucks outside of Kalamazoo (Vicksburg, Mattawan, Schoolcraft, Portage) where trucks locate every Tuesday night for "suppertime" fun in local parks and open spaces. The event is organized to offer a diverse array of food trucks, so it's perfect for families and picky eaters.

Benefits include:

- Three months of exposure
- Amazing business networking opportunities
- Sponsor booths and on site signage at multiple locations

Events That Create Community Engagement, and Laughter



Do-Dah Parade

June | First Saturday
www.DoDahKzoo.com

The parade has been part of the Kalamazoo landscape for 33 years. It's a tradition and it is the funniest parade. If families are your target audience, this event is a must because they come to laugh, point fingers, and know that Kalamazoo is just plain fun. It's a parody parade.

Benefits include:

- Part of the first weekend in June downtown marketing exposure
- Attendance exposure of families
- Free entries (number depends on sponsorship level)
- Presenting level has the option to be the parade marshal
- Judging representation
- Ultimate media exposure on WKFR 103.3FM



Kalamazoo Block Parties

June - October

A series of five neighborhood block parties designed to meet marginalized families in their front yard connecting youth with community programming. The event is designed to be a highlight in the neighborhood's summer event schedule. Police officers support the event by helping with activities and creating conversations.

Benefits include:

- Summer-long exposure in the inner city neighborhoods
- Opportunity to host booths and sell your services by creating a learning connection (uniquely branding your products)
- Use your brand to connect with marginalized youth through summer "fun" programming

Pedal the Zoo Spring



Using Poker as the draw, this bike tour is designed to connect cyclists to local landmarks while learning more about community neighborhoods. Promoting safe cycling and bike lanes, while connecting to businesses, makes this community event a placemaking initiative that builds healthy activities and networks. The playing cards provide a great end-game activity. Community members, bicycle advocates, and Kalamazoo region admirers are the target audience.

Benefits include:

- Innovative Programming investment
- Ability to work alongside Kalamazoo's thriving bike community
- Help promote fellow local businesses
- Opportunity to be a part of an up and coming event and work alongside sport management students who are planning and managing the event
- Exposure to bike enthusiasts and individuals who appreciate exercise through bicycling
- Attendance exposure to families and community members
- Event-day exposure

Support Community Events & College Student Learning

KZOO EVENT ACADEMY

Kzoo Event Academy

Quarterly Events
Virtually & In-Person

The Kzoo Event Academy is a workshop focused program that allows college students the opportunity to host and direct an educational workshop within the field of event planning and management. The process of learning by teaching isn't just limited to comprehension. It helps students develop essential social-emotional learning skills improving efficacy, confidence and communication skills. The target audience group is topic specific which allows for a results-based sponsorship.

Benefits include:

- Innovative programming investment
- Ability to work with college students in the field of public relations, event management, and marketing
- Ability to work with community organizations who are looking to improve their event management delivery of programs
- Exposure by supporting the enhancement of events in the Kalama-zoo region
- Event-day exposure



Vineyard Classic Bike Tour

September

Paw Paw Wine & Harvest Festival

www.VineyardClassicBikeTour.com

The Paw Paw Vineyard Classic Bike Tour has been a tradition in Paw Paw for more than 38 years. The event features three bike tour routes (22 miles, 39 miles, and 60 miles) that pass through lush vineyards and orchards right at the peak of the harvest season. The event is a partnership with the Paw Paw Wine and Harvest Festival.

Benefits include:

- Exposure to bike enthusiasts and individuals who appreciate exercise through bicycling
- Connection with the wine industry and individuals who appreciate harvest related fall activities
- Opportunity to work with Sport Management students who are assisting in managing the event
- Advertising exposure through media and individualized neighborhood investment
- News releases and media talk shows
- Event-day exposure



We can position your brand in a way that confidently communicates your “secret sauce” in event experiences.

Industry standards outline what events should do to support a sponsorship development program. Using information from the International Events Group (IEG) to make sure that we are intentional in how we promote your partnership, here are the Top Ten Reasons Sponsors “invest” in a sponsorship program.

- ☐ Fulfills contractual obligations
- ☐ Fee is reasonable
- ☐ Amount of media coverage including radio, paper, electronic, and television (you are included in all promotional materials to the media and there is an opportunity to “up-scale” your package to include traditional media)

- ☐ Treatment by promoter – some sponsors like to get involved in the planning and others would rather just get the publicity – the ability of the promoter to distinguish the “needs” of the sponsor creates the relationship and the word of mouth promotion of quality sponsorship benefits
- ☐ Amount of signage/social media exposure/traditional advertising
- ☐ Total attendance
- ☐ Audience demographics/psycho-graphic composition that complements their marketing strategy
- ☐ Networking - Cross promotion with other sponsors and the ability to leverage their business and connect with new partners
- ☐ Entertain guests (hospitality benefits)
- ☐ On-site sampling experiential marketing opportunities

Join us as a sponsor and together we can “check the box” to make your sponsorship confidently communicate your “secret sauce.” Let us prove that we are a committed partner, together bringing amazing events to the Kalamazoo region.



**Truly, at the end of the day,
what we do is connect
college students to their community.
They learn that “place”
is important.**

**By doing, they show that
college students care!**

**KELC isn’t just about internships.
It’s about teaching what it means
to live in and be part of
a community.**

That’s priceless.

Benefit Packages, Opportunities, and Financial Support

Sponsorship is advertising and it should be designed to create the opportunity to connect with new or current audiences. The categories of The VIP, The Marketer, The Planner and The Crew are offered for each of the KELC hosted events. The price range indicates the level of sponsorship. There is also an opportunity to tailor a new element that will enhance the event as well as the sponsorship benefit. The grid on the following page provides a quick view of the various benefits for each category.

We recommend that you first look for an event that connects with your targeted audience. Each event description outlines the targeted audience. The events connect with families, foodies, craft beer lovers, cyclists, and people that love and support downtowns. There are many different options.

And, if you are a company that also believes it is important to support events that reach out authentically to at-risk families, then we recommend that you sponsor the Kalamazoo Block Party initiative.

Remember, we are always willing to tailor a package that will uniquely connect you to the attendees and the purpose of the event. Our team can provide a proposal based on your dollar commitment to supporting the placemaking and community engagement our events bring to the Kalamazoo region.

When you decide to sponsor, please use the sponsorship commitment form to outline how you want to be involved. And know that we will work with you to tailor a program that works for your company and your brand message.

Sponsorship Category Selection

Food Truck Rally	VIP \$2,000	Marketer \$500	Planner \$300	Crew \$100
Food Truck On the Road	VIP \$2,000	Marketer \$500	Planner \$300	Crew \$100
KalamaTopia	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100
Do-Dah Parade	VIP \$1,500	Marketer \$500	Planner \$300	Crew \$100
Kzoo Event Academy	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100
Kalamazoo Block Party	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100
Vineyard Classic Bike Tour	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100
Pedal the Zoo	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100
Live Mannequin Event	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100



Events can be popped up anywhere; such as a loading dock and small parking lot.

The Benefits at a Glance

Here is a quick reference guide on the sponsorship benefits. As we move throughout the year and understand the guidelines established by COVID safety measures, we might need to adjust some of the benefits.

We will reach out and outline what benefits can be realized and new benefits that will replace the ones that are specific to face-to-face experiences.

Sponsorship Benefits				
	The VIP \$1,000 - \$2,000	The Marketer \$500 - \$999	The Planner \$300 - \$499	The Crew \$100 - \$299
Industry Exclusivity	●			
Free Event Registrations	●	●		
Pre-Event Recognition				
Live Media Mentions and Talk Shows	●	●	●	
Website & Social Media Presence	●	●	●	
Printed Promotional News Releases	●	●	●	
Live Event Recognition				
Employee Hosts and Volunteer Networking	●	●		
Stage Advertising (Printed and live announcements)	●	●		
10' by 10' Event Booth	●	●	*	
Live Broadcasting Coverage	●			
Logos on Sponsor Banners	●	●	●	
Event Give Away Item	●		●	●
Post Event Recognition				
Social Media Posts	●	●	●	●
Volunteer Recognition	●	●	●	
News Releases	●	●	●	
Next Year's Sponsor Package	●	●	●	●

Packages and benefits can be tailored to your budget and advertising goals.

* Event booths might be limited due to equipment, additional charge might be required

KELC Sponsor Commitment Form 2021

www.ExperientialLearningCenter.org | 1417 S. Burdick Street | Kalamazoo, MI 49001

T: (269) 388-2830 | F: (269) 388-3083

Contact Name _____

Organization _____

Address _____

City _____ Zip _____

Phone _____

E-mail Address: _____

Sponsorship Category Selection

\$ _____	Food Truck Rally	VIP \$2,000	Marketer \$500	Planner \$300	Crew \$100
\$ _____	Food Truck On the Road	VIP \$2,000	Marketer \$500	Planner \$300	Crew \$100
\$ _____	KalamaTopia	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100
\$ _____	Do-Dah Parade	VIP \$1,500	Marketer \$500	Planner \$300	Crew \$100
\$ _____	Kzoo Event Academy	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100
\$ _____	Kalamazoo Block Party	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100
\$ _____	Vineyard Classic Bike Tour	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100
\$ _____	Live Mannequin Event	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100
\$ _____	Pedal the Zoo	VIP \$1,000	Marketer \$500	Planner \$300	Crew \$100

If donating a product or service, please list: _____

Upon receipt of this sponsorship commitment form, you will receive an invoice. Our team will connect with you to help you maximize sponsorship benefits and confirm sponsorship fulfillment.

Checks are payable to:

**Kalamazoo Experiential
Learning Center**

☐

Check is enclosed

☐

Check will be processed and
sent under separate cover

☐

Please invoice business

Signed: _____ Date: _____

Kalamazoo Experiential Learning Center

- The KELC is a Michigan nonprofit corporation | LARA: 71556Y
- The IRS public charity 509 (a) (2) Federal Tax ID: 46-5093471
- Michigan Attorney General's Office Professional Fundraiser License: 54077

For more information:

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Becca Shemberger, Director

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T: (269) 806-5506

Thank You 2020 Event Sponsors



Irving S. Gilmore Foundation



Irving S. Gilmore Foundation
PlazaCorp
Salut Market
Mercantile Bank
Lake Michigan Credit Union



Irving S. Gilmore Foundation
Lake Michigan Credit Union
Kalamazoo Department of Public Safety
Kalamazoo County Sheriff's Office
Urban Alliance
Aldi Smart Kids
Salut Market
Town and Country



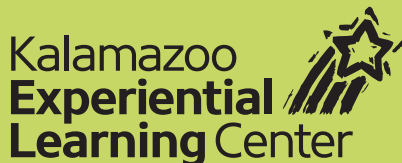
Irving S. Gilmore Foundation
WKFR 103.3 | Town Square Media
Consumers Energy
Maple Hill Auto Group
Kalamazoo RESA Head Start
WWMT Newschannel 3



Mercantile Bank
Discover Kalamazoo
WWMT Newschannel 3
Salut Market



Arbor Financial Credit Union
Pedal Bike
LaCantina
Mandigo Farms
Van Buren Coffee Company



Thank you
for your
consideration.

Together, we can do great things!

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Kalamazoo, MI 49001
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(269) 388-2830

