

Maple Hill Holiday Parade
Saturday, November 22, 2025
Downtown Kalamazoo



2025 Sponsorship Package Pricing

Maple Hill Auto Group is honored to be the presenter of the Maple Hill Holiday parade Kalamazoo. The 63rd annual parade is a long-standing tradition and has been part of the fabric of the community since Gilmore Department store started it in 1962. Featuring high school marching bands, giant balloons, floats, and businesses and organizations, this is one event that truly defines community. The Kalamazoo Holiday Parade attracts nearly 30,000 spectators, and over 3,000 people who create the line-up (entertainment).

Sponsorship is made available as a way to support the Holiday Parade and make it possible to present this annual tradition with helium balloons, marching bands that receive transportation stipend support, and after parade day activities that support community and enrich our downtown. Hosting a parade requires business support and the sponsorship packages are designed to provide financial support to the balloons. It's expensive, but it is also a way to draw people together to celebrate, enrich and believe in community. The parade is presented by Maple Hill Auto Group, but is a Michigan Nonprofit, LLC and sponsored in a fiduciary manner for 501-c-3 status through Kalamazoo Experiential Learning Center. The Michigan nonprofit is called the Kalamazoo Holiday Parade.

Just the Facts

Parade Date:	Saturday, November 22, 2025
Parade Location:	Start and finish in downtown Kalamazoo – corner of Lovell and Portage
Streets Parade Route:	Closure from 10:30 a.m. to about 12:30 p.m. Portage/Lovell to Park Street, Park Street to Michigan Avenue, Michigan Avenue to Pitcher Street, Pitcher Street to Lovell Street, Lovell Street to Portage Street.
Special Activities:	Live streaming of the parade After Parade Day activities on the Kalamazoo Mall between Michigan Avenue and South Street
Application Deadline:	November 3 rd , 2025
Line-up Announcement:	November 12 th , 2025
Maple Hill Auto Group:	Abby VandenBerg – avandenberg@maplehillauto.com
Event Team Staff:	KELC Events Abby Ragusa – director@experientiallearningcenter.org Deb Droppers – deb@eventkalamazoo.com 269-388-2830 (office) 269-330-6202 (cell)
Social Media:	@maplehillholidayparade (Facebook and Instagram) www.kalamazooholidayparade.org
Address:	1417 S. Burdick Street, Kalamazoo, MI 49001

Sponsorship Levels

Helium \$4,500

- Presenting Sponsor Status
- Listed as presenting sponsor of the balloon, denoted with a banner/sign in the parade
- Featured in TV3 ads with LARGE logo throughout all commercials
- Facebook posts
 - Exclusive recognition and top logo placement
 - Facebook cover picture
 - Included in Facebook Ads
 - Testimonial rich info post 2x
- Website Logo Placement LARGE with link
- Event Day Exposure
 - Sponsor Banner
 - Showcase your business with a free after parade day activities booth on the Kalamazoo Mall
 - Product Placement Opportunities
- Content Kit

Cold Air \$3,500

- Presenting Sponsor Status
- Listed as presenting sponsor of your balloon with banner/sign in the parade
- Featured TV3 ads with MEDIUM logo throughout all commercials
- Facebook posts
 - Exclusive recognition
 - Cover image
 - Included in Facebook ads
 - Information-rich testimonial post
- Website logo placement MEDIUM with link
- Event Day Exposure
 - Sponsor Banner
 - Showcase your business with a free after parade day activities booth on the Kalamazoo Mall
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Event Day/WMU Band \$3,000

(Sponsors from last year have first right of refusal before May 31st)

- Presenting Sponsor Status
- Listed as presenting sponsor, denoted with a banner/sign in the parade
- Featured in TV3 ads with MEDIUM logo throughout all commercials
- Facebook posts ◦ exclusive recognition and top logo placement ◦ Facebook cover picture ◦ Included in Facebook Ads ◦ Testimonial rich info post
- Website Logo Placement MEDIUM with link
- Event Day Exposure
 - Sponsor Banner
 - Showcase your business with a free after parade day activities booth on the Kalamazoo Mall
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Gold Sponsor \$2,500

- Gold status
 - large logo where applicable
- Logo in final “Thank you” commercial
- Facebook posts
 - Gold sponsor group post
 - testimonial post
- Event Day Exposure
 - Showcase your business with a free after parade day activities booth on the Kalamazoo Mall
 - Product Placement Opportunities
- Content Kit

Stage Sponsor \$2,000

2 available

- Name on/near stage with banner
- Logo in pre-event commercial (if submitted prior to 10.20), logo in post event commercial (100+ commercials on WWMT3)
- Mentioned on stage thanking you during event
- Logo on Facebook/website
- Social media post
- Content Kit

Silver Sponsor \$1,500

- Silver status
 - medium logo where applicable
- Facebook
 - Silver sponsor group post
 - testimonial post
- Event Day Exposure
 - Showcase your business with a free after parade day activities booth on the Kalamazoo Mall
 - Product Placement Opportunities
- Content Kit

Band Sponsor - \$1,000

1-3 available

- Name on banner near stage
- Logo in pre-event commercial (if submitted prior to 10.20), logo in post event commercial (100+ commercials on wwmt3)
- Mentioned on stage thanking you during event
- Logo on Facebook/website
- Social media post
- Content Kit

Bronze Sponsor \$1,000

- Bronze Sponsor Status
 - small logo where applicable
- Facebook
 - Bronze sponsor group post
 - testimonial post
- Event Day Exposure
 - Showcase your business with a free after parade day activities booth on the Kalamazoo Mall
 - Product Placement Opportunities
- Content Kit

Why It Matters

Each sponsorship tier reflects the real cost of putting on this large-scale community event. The helium and cold-air balloons are the heart of the parade and symbolize our promise to deliver the “official” kickoff to the holiday season. With the support of sponsors like you, we’re able to make this magical day possible—for families, kids, and the entire community.

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- | | |
|---|--|
| <input type="checkbox"/> \$4,500 Helium Balloon | <input type="checkbox"/> \$1,000 Marching Band Sponsor |
| <input type="checkbox"/> \$3,000 Event Day / WMU Band | <input type="checkbox"/> \$1,000 Bronze Sponsor |
| <input type="checkbox"/> \$3,500 Cold Air Balloon | <input type="checkbox"/> \$300 After Parade Day Vendor Booth |
| <input type="checkbox"/> \$2,500 Gold Sponsor | <input type="checkbox"/> \$250 Parade Route Vendor Booth |
| <input type="checkbox"/> \$2,000 Stage Sponsor | <input type="checkbox"/> In Kind, please outline donation: |
| <input type="checkbox"/> \$1,500 Silver Sponsor | _____ |

Company / Organization Name (AS YOU WISH IT TO BE LISTED IN PROMOTIONAL MATERIALS)

Contact Name

Phone Number

Email Address

Mailing Address

City

State

ZIP

I understand that by signing this agreement, I am committing my company/organization to the following:

Financial Contribution of: \$_____ (sponsorship level amount)

And/or In-Kind Goods/Service of: \$_____

In-Kind Good/Service Valued at: \$_____

☐ Payment Enclosed

☐ Invoice Us

Kalamazoo Experiential Learning Center (KELC Events) is a nonprofit, 501-c-3 organization. Corporate donation (no goods or services provided) are deductible donations. This sponsorship agreement provides benefits as outlined in the sponsorship packet - a complete listing of those benefits will be communicated throughout the partnership of this event.

Authorized Signature

Title

Date

Please return to: KELC Events at 1417 S. Burdick St. Kalamazoo, MI 49001 | or scan and email to
Deb Droppers at deb@eventskalamazoo.com | KELC'S nonprofit tax number: 46-5093471