

**Maple Hill Auto Group
Kalamazoo Holiday Parade
Parade Sponsorship Program
Saturday, November 20, 2021**



The Kalamazoo Holiday Parade has been in part of the fabric of our community since 1962. That's an accomplishment. 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). It is indeed one of the single largest gatherings in a 90 minute period.

Maple Hill Auto Group is proud to be the manager of this community parade. They have designed an aggressive and sustainable event strategy that requires the event to become a fundraising initiative for local charities. The goal is for the Kalamazoo Holiday Parade to be fully funded through a combination of sponsorship and user-based revenues. With a renewed commitment to sustain-ability for sponsor branding and engagement through events, this is an approach that will create a stronger commitment to the implementation and partnership a higher return on investment for sponsors.

Together, we know that events create vitality and build economic impact. As a sponsor of the Kalamazoo Holiday Parade, the marketing potential for your organization can be further enhanced through your involvement. The Kalamazoo Holiday Parade sponsorship program offers different levels of sponsorship and each one can be enhanced by leveraging programming to build your organization's brand. This sponsorship program is designed to provide unique advertising benefits and explore what will complement your marketing strategy. While at the same time, we are committed to making the sponsorship experience beneficial, rewarding and fun.

The sponsorship program is managed through KELC Events (Kalamazoo Experiential Learning Center), a 501-c-3 nonprofit organization. Checks for the sponsorship program are made payable to KELC Events. The Kalamazoo Holiday Parade program is filing for the Domestic Nonprofit Status and all expenses and revenues will be through KELC Events as the fiscal agent for the Maple Hill Auto Group Kalamazoo Holiday Parade.

Event Description

Kalamazoo Holiday Parade November 20, 2021

Event Times:	11 a.m. Parade Start After Parade Day Activities immediately following that include a themed event on the Kalamazoo Mall (Community Day, kids holiday crafts, Vendor Booths, Games)
Location:	Downtown Kalamazoo (Traditional Parade Route including Lovell at Bronson Healthcare Parking Lot, to Park Street, to Michigan, to Pitcher, to Lovell)
Admission:	Free for spectators \$75 parade application
Broadcast:	The Kalamazoo Holiday Parade is working on producing a live production via Public Media Network.
Description:	Celebrating 59 years, this annual event serves as the kickoff to the holiday season in Downtown Kalamazoo and the entire community.

The event typically features:

- Giant balloons including both helium and cold air formats
- 90 Community Parade Groups
- 10 High School Marching Bands
- After Parade Day activities that involve downtown businesses and community organizations that reach out to families.
- A tradition that attracts between 20,000-30,000 parade viewers

The After Parade Day Celebration this year will highlight the theme of Support Local, it is designed to feature informational booths, activities, and programs that celebrate Shop Local. There is also a food drive as part of the parade where individuals can bring food for Loaves and Fishes.

Sponsorship Benefits

SPONSORSHIP CATEGORIES:

(2) Helium Balloon Sponsor:	\$3,500
(4) Cold Air Balloon Sponsor:	\$2,500
(1) WMU Band Sponsor	\$2,000
(1) Event Day (after parade) Presenting Sponsor	\$2,000

Television Advertising – a rotation of ads on WWMT that will include three company mentions in a “donut” advertisement repeating throughout the two weeks prior to the Parade date. These ads will include the wording of “the Kalamazoo Holiday Parade is presented by “name of balloon sponsor.”

- Balloon sponsor – Mention as the “presented by...”
- \$2,000 and above sponsors will be mentioned following the presented sponsor status
- Added benefits as created for digital presence on WWMT.
- It is estimated that at the \$3,500 level there will be about 50 advertisements distributed among the sponsors
- It is estimated that at the \$2,500 level there will be about 30 advertisements distributed among the sponsors
- It is estimated at the \$2,000 level there will be about 30 advertisements distributed among the sponsors

Public Media Network Live Broadcast

Public Media Network (PMN) is working to continue the live parade broadcast with multiple repeats throughout the month of December. All sponsors are included throughout the parade broadcast insuring that exposure is commensurate with financial investment:

- Presenting sponsor status is listed as “presented by” on the front screen of the parade as well as the end of the broadcast with the opportunity for a “pre-recorded sponsor message” included in the broadcast.
- Balloon sponsors receive a longer review of their parade balloon. On the display page during their balloon presentation, their logo is displayed on the character generation screen during the broadcast.
- Specific designation sponsors, supporting various designations are included in the broadcast and highlighted at the sections in which they have specifically sponsored. Logos will be prominently displayed.
- All sponsors are listed at the end of the broadcast

Printed materials.

This brochure is distributed downtown as well as along the parade route. The brochure includes the following benefits. Printed materials include flyers, posters, and handbills:

- Cover advertisement listing for balloon sponsors
- \$2,000 level sponsor logos and tag line with web address advertisements along the inside panel
- Sponsor designation thank you listing on back cover

Parade Applications & Volunteer Promotion.

The application is sent to 300 previous participants and available electronically for download. \$2,000 sponsor logos and above is included on the cover page. The applications are originally sent in early September but will be reposted as sponsors are added. It is important to note that applications will be available electronically through the Kalamazoo Holiday Parade website. Sponsors are welcome to acknowledge their support by placing the KHP logo on their website with a hot link to the application file/KHP Information landing page.

Electronic Advertisements

There are several different advertisements that are posted throughout the event promotion. \$2,000 and above sponsors are listed and included in these advertisements with the presenting sponsor receiving exclusive sponsor recognition at the top of the logo placement. These advertisements include:

- Facebook Cover Picture
- Facebook Advertisement (4 by 4 ad) – there are a series of ads produced to promote the application deadline, food cart event, and parade event ad.
- Facebook Profile picture – this single profile picture will only include the presenting sponsor.

Live Facebook Post(s) specific to the sponsor message.

- Each sponsor \$500 and above will be asked to provide copy that can be used for a facebook post that will be posted at least 2 times during the duration of their sponsorship and the promotion of the parade.
- This post will be a testimonial-rich information post that provides information, history, content, and connection to why they are supporting the Kalamazoo Holiday Parade.
- The copy will be provided by the sponsor with editorial rights provided when posting.
- A picture providing support of the copy is highly recommended.

Website/Mobile Landing Page Advertising

As part of the mobile advertising and web base marketing initiative, the \$2,000 and above sponsors will be included in the following way:

- Website Page – through www.kalamazooholidayparade.org, the \$2,000 and above sponsors will receive logo placement on the website with the ability for a hot link from their logo to go to their individual website.
- Landing Page for Mobile Advertising – this landing page will include a listing of the sponsors supporting the parade and the listing will be commensurate with the financial investment – a hot link will be provided to the sponsor website.

Event Day Exposure:

- Grand Marshal Status – this is reserved for Maple Hill Auto Group.
- Sponsor Banner Display – any sponsor can provide banners that will be hung on the fence line during the parade line-up. It is important to note that nearly 3,000 people are in the parade.
- After Parade Day Activity Booth/Product placement – any sponsor, \$500 or above, is provided a free table/chair for a booth on the Kalamazoo Mall as part of the support of the After-Parade Day event.
- Product Display – Banner sponsors are provided the opportunity to display their product in a meaningful way during the parade. This arrangement will be designed exclusively to the sponsor product.
- Connection with Parade Attendees or Units – any sponsor of \$1,000 or above is provided with the opportunity to create a content/product placement value to the event. This will be negotiated and designed specifically to the sponsor, commensurate with their financial investment.
- Distribution and use of specialty printing – there are always ways to use sponsor products in the implementation of the parade event.

Balloon Sponsorship Program

Sponsoring a balloon involves picking out a balloon and finding volunteers (16 and older) who can carry a string – it typically takes 10 to 14 volunteers to carry a giant cold-air balloon, which ranges in size from 25-50 feet, and 20-30 volunteers for a helium balloon. Helium balloons take about 25-30 volunteers and training along with a balloon guide makes this experience memorable (and gloves make your experience that much better). On parade day, the Parade Event team provides on-the-spot training, as well as a leader to provide assistance and a lot of encouragement.

Carrying a balloon is one of the highlights of the parade. Children and families anticipate the big balloons and are even more engaged with employees plan their participation and “dress” to complement the balloon theme. Costumes can be simple and extremely effective in branding your company as one that is connected to the community. The Event team will work with the sponsors to determine easy costumes for biggest impact.

Sponsorship can be enhanced with corporate “logo wear” to increase recognition. Between balloons, bands, floats, and so much spirit, the Kalamazoo Holiday Parade truly is our kick off to the holiday season and a 59-year tradition. The event team will work with sponsors to identify ways to further leverage sponsorship opportunities.

Available Balloons:

Helium Balloons: Frosty the Snowman and Rudolf the Red Nosed Reindeer
Giant Cold Air Balloons: Bugs Bunny, Scobey Doo, Etermy the Elf, Nutcracker

Balloons are managed through StarBound Entertainment.

Maple Hill Auto Group

5622 W. Main Street
Kalamazoo, MI 49009
269-342-6600

Jim Vandenberg, Owner, CEO, Maple Hill Auto Group
Abby Vandenberg, Marketing Director, Maple Hill Auto Group
Randi DeSantis, Executive Director, Maple Hill Auto Group

KELC Events

Kalamazoo Experiential Learning Center
1417 S. Burdick Street
Kalamazoo, MI 49001
269/388-2830

Event Logistics Team

Deborah Droppers and Becca Shemberger – Event Consultants
College Interns from the WMU Event Management Minor Program

deb@eventkalamazoo.com or director@experientiallearningcenter.org