

Maple Hill Holiday Parade
Saturday, November 23, 2024
Downtown Kalamazoo



2024 Sponsorship Package Pricing

Maple Hill Auto Group is honored to be the presenter of the Maple Hill Holiday parade Kalamazoo. The 62nd 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 helium balloons, cold air 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.

Sponsorship is made available as a way to support the Holiday Parade and make it possible to present this annual tradition. The sponsorship packet includes the opportunity to sponsor the major elements of the parade that provide advertising exposure and value. The listing below includes the sponsorship fulfillment levels that provide the advertising value. In many ways, these highlighted elements of the parade are exclusive to sponsors only which provides advertising impact.

Each of the levels of the parade reflects the actual cost of rental. It's expensive, but it is also a way to draw people together to celebrate, enrich and believe in community. The helium and cold air balloons are the tradition that defines the parade and it's pledge and promise as the "official" kick-off to the Holiday Season. The parade is presented by Maple Hill Auto Group, who agrees to underwrite the parade. The Kalamazoo Holiday Parade is a Michigan Nonprofit, LLC and sponsored in a fiduciary manner for 501-c-3 status through Kalamazoo Experiential Learning Center. As a Michigan nonprofit and fiscally sponsored by a designated IRS nonprofit, donations to the Kalamazoo Holiday Parade are tax deductible through the Kalamazoo Experiential Learning Center.

Helium Balloon Sponsorship \$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
 - Parade Day Activity Booth
 - Product Placement Opportunities
- Content Kit

Cold Air Giant Balloon Sponsorship \$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
 - Parade Day activity Booth
 - Product Placement Opportunities
- Content Kit

WMU Marching Band Presenting Sponsor \$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
 - Parade Day Activity Booth
 - Product Placement Opportunities
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Gold Level 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
 - Parade day booth
 - product placement
- Content kit

After Parade Day Event Sponsor \$2,000

2 available

- Name on/near stage with banner
- Logo in pre-event commercial (if submitted prior to 10.21), logo in post event commercial (100+ commercials on wwmt3)
- Mentioned on stage thank yous during event
- Logo on Facebook/website
- Social media post
- Content Kit

Silver Level Sponsor \$1,500

- Silver status
 - medium logo where applicable
- Facebook
 - Silver sponsor group post
 - testimonial post
- Event day exposure
 - booth
 - product placement
- Content kit

Bronze Level Sponsor \$1,000

- Bronze Sponsor Status
 - small logo where applicable
- Facebook
 - Bronze sponsor group post
 - testimonial post
- Event day exposure
 - booth
 - product placement
- Content kit

Just the Facts

Parade Date:	Saturday, November 23, 2024
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:	Kalamazoo Mall until 2 p.m. After Parade Day activities on the Kalamazoo Mall between Michigan Avenue and South Street Live streaming of the parade
Application Deadline:	November 4 th , 2024
Line-up Announcement:	November 11 th , 2024
Maple Hill Auto Group:	Abby VandenBerg – avandenberg@maplehillauto.com
Event Team Staff:	KELC Events Marissa Munson – 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
IRS Tax Non Profit Status	Kalamazoo Experiential Learning Center 501-c-3 Organization – 46-5093471 www.experientiallearningcenter.org

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<p><input type="checkbox"/> \$4,500 Helium Balloon</p> <p><input type="checkbox"/> \$3,000 Event Day / WMU Band</p> <p><input type="checkbox"/> \$3,500 Cold Air Balloon</p> <p><input type="checkbox"/> \$2,500 Gold Sponsor</p> <p><input type="checkbox"/> \$2,000 Stage Sponsor</p> <p><input type="checkbox"/> \$1,500 Silver Sponsor</p>	<p><input type="checkbox"/> \$1,000 Marching Band Sponsor</p> <p><input type="checkbox"/> \$1,000 Bronze Sponsor</p> <p><input type="checkbox"/> \$300 After Parade Day Vendor Booth</p> <p><input type="checkbox"/> \$250 Parade Route Vendor Booth</p> <p><input type="checkbox"/> In Kind, please outline donation: _____</p>
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Company / Organization Name (AS YOU WISH IT TO BE LISTED IN PROMOTIONAL MATERIALS)

Contact Name	Phone Number	Email Address
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Mailing Address	City	State	ZIP
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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