

Maple Hill Holiday Parade

After-Parade Activities

Information Sheet

Updated: November 10, 2025



The Parade:

Maple Hill Auto Group is honored to be the presenter of the Kalamazoo Holiday parade. 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). The Kalamazoo Holiday Parade is a Michigan nonprofit organization who has 501-c-3 fiscal status through the fiscal sponsorship of the Kalamazoo Experiential Learning Center (KELC Events).

Social Media Links:

www.kalamazooholidayparade.org | @maplehillholidayparade

Presenting Sponsors

- City of Kalamazoo

Helium Balloon Sponsors

- Federated Digital Solutions
- Subaru
- Maple Hill Auto Group
- Consumer's Credit Union

Cold Air Balloon Sponsors

- Old National Bank
- Turbo Chicken
- Meijer
- Cornerstone Management

Event Day Sponsors

- Kalamazoo Valley Museum
- Kalamazoo Valley Community College

WMU Marching Band Sponsors

- Midwest Radio Group – Jack FM

Stage Sponsor

- Baird Kalamazoo

In-kind Sponsors

- Comcast
- Public Media Network

Silver Sponsors

- Bronson Healthcare
- Kalamazoo Auto Auction

Marching Bands Sponsor

- Kreis Enderle

Bronze Sponsors

- Rathco
- iA Great Lakes

Marching Bands:

- WMU Marching Band
- Galesburg-Augusta High School Marching Band
- Loy Norrix High School Band
- Hackett Catholic Prep Marching Band
- Vicksburg High School Band
- Gull Lake High School Marching Band
- Kalamazoo Central High School Marching Band
- Three Rivers High School Marching Band

After-Parade Activities – Immediately Following the Parade

The After-Parade activities as part of the 2025 Maple Hill Holiday Parade are designed to provide an opportunity for attendees to enjoy downtown and support retailers and restaurants in supporting local businesses. The Kalamazoo Mall is closed to traffic and becomes the hub for live entertainment, activity tents, shopping, restaurants, and even an emergency vehicle expo. Activities to enjoy are throughout downtown as businesses open their door and host specials for families. Please reference the following activities where retailers and stakeholders will offer programming and event day activities in addition to those who are participating in the Holiday Parade:

Visit with Santa & Mrs. Claus

On Parade Day, from 1 p.m. (or immediately following the parade) to 3 p.m., Santa and Mrs. Claus will visit at the Kalamazoo Valley Museum as well as outside the City Centre. Weather permitting, they might be on the Kalamazoo Mall after their visit at the Kalamazoo Valley Museum. Signage will direct the interaction and the event.

Entertainment on the Kalamazoo Mall

The entertainment stage is located right in front of the City Centre. Live music will be on the stage with great music mixes and of course the best conversations that will outline all the great things to do. The stage is sponsored by Kalamazoo Valley Museum.

First Responders Emergency Vehicle Expo

The Holiday Parade Expo offers a unique opportunity for children and families to interact with first responder vehicles such as police cruisers, fire trucks, ambulances, and more. This family-friendly event allows the community to learn about the important roles of first responders while enjoying the holiday festivities. Participants will be able to explore the vehicles, meet first responders, and engage in interactive demonstrations.

Retailer Events and Participation Report

Downtown retailers and restaurants were invited to participate in any of the activities. The events are designed to be engaging, easy to do, and recognize that weather plays a big role in the ability to encourage people to stay downtown after the parade and standing in the weather enjoying the parade.

Winnie Wink (Willy Wonka) Bars

Several stores throughout downtown will be partnering with Cherri's Chocol'art to present Winnie Wink bars. These delicious bars are part of a giveaway where when you open the bar you just might find a gold ticket. Whether you win or not, the chocolate is super delicious.

2025 Participants

- Lana's Boutique
- Pop City Popcorn
- Rocket Fizz
- Uncle Buddy's Toy Stash
- Sit and Stay Winery
- The Spirit of Kalamazoo
- Earthly Delights at Amy Zane
- Cherri's Chocol'art
- Terrapin World Wide Exports

2024 Participants

1. Earthly Delights at Amy Zane
2. Bee Joyful Shop
3. Bimbo's Pizza
4. Honore Salon
5. Lana's Boutique
6. Pop City Popcorn
7. Rocket Fizz
8. Uncle Buddy's Toy Stash
9. Terrapin
10. The Spirit of Kalamazoo
11. Colors & Cocktails

Restaurant Promotions

Many restaurants will be open after the parade. An exciting new promotional package option for local restaurants is available this year. As part of a sponsorship package, restaurants can participate for a \$50 advertising fee. The sponsorship program provides the opportunity for restaurants to be highlighted, promoted, and included in printed materials. Some of the assets include on-site signage, digital promotion, and event day flyers.

Here are some restaurants that are super excited to welcome you on parade day and they will be ready.

- Sit and Stay Winery
- Crafted Copper
- Matchhead Coffee
- Zerø
- Burdick's Bar & Grill
- Bell's Eccentric Café

Elf on the Shelf

The Elf on the Shelf event participation requires the businesses to feature an "Elf on the Shelf" doll that is strategically placed in the store as part of an adventure to find. A game card passport is used by the participant where they need to visit the various locations on the passport, find the Elf, and then have the store "stamp" their location on the passport. The grid scavenger hunt card includes the store's logo providing advertising to the participating businesses. Stores are responsible for buying their own "Elf on the Shelf" doll as part of the promotion.

2025 Participants

- Kalamazoo Candle Company
- Zero Non-Alcoholic Bar
- Lana's Boutique
- MRC artWorks
- Pop City Popcorn
- Rocket Fizz
- Uncle Buddy's Toy Stash
- Spice & Tea Merchants Kalamazoo
- The Spirit of Kalamazoo
- Earthly Delights at Amy Zane
- Beowoof Provisions for Pets
- Cherri's Chocol'art
- Mason Jar Plant Shop
- Terrapin World Wide Imports

2024 Participants

1. Earthly Delights at Amy Zane
2. Bee Joyful Shop
3. Bimbo's Pizza
4. Honore Salon
5. Lana's Boutique
6. Pop City Popcorn
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Tent on the Mall Locations:

Any time you close a road, it's a great opportunity to bring out the tents and have some fun. Here are the businesses that will have tents on the Kalamazoo Mall. Activities at each tent will vary and we encourage everyone to visit them all to see all the great offers.

- Beowoof Provisions for Pets
- Crafted Copper

JUST THE FACTS – MAPLE HILL HOLIDAY PARADE

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.
Staging Areas:	Closure starting at 9 a.m. on November 18 Portage Street from Pitcher to South Street Jasper Street from Lovell to Walnut Lovell Street from Portage to Jasper
Parking Requirements	Respectfully requesting that there is no parking along the parade route No parking signs are place prior to 8 a.m. along the parade route
Special Activities:	Closure starting at 10:30 a.m. until 3 p.m. After Parade Day activities on the Kalamazoo Mall between Michigan Avenue and South Street Public Media Network will be live streaming the parade
Applications:	Applications will be available starting August 1, 2025
Application Deadline:	October 31, 2025
Acceptance:	Acceptance of application is typically within days Line-up
Announcement:	November 10, 2025
Contact Information:	
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Event Team Staff	KELC Events
Marketing	Elly Weber– director@experientiallearningcenter.org
Parade Units	Amanda Pesola – events@experientiallearningcenter.org Deb Droppers – deb@eventkalamazoo.com 269-388-2830 (office) 269-330-6202 (cell)
Social Media:	@maplehillholidayparade (Facebook and Instagram) www.kalamazooholidayparade.org

