

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 61st 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.

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
 - Parade Day Activity Booth
 - 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
 - Parade Day activity Booth
 - Product Placement Opportunities
- Content Kit

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
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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
 - Parade day booth
 - product placement
- Content kit

Stage 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 Sponsor \$1,500

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

Band Sponsor - \$1,000

1-3 available

- Name on banner near stage
- 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

Bronze 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 – avandenber@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:

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