

**Event Day Sponsorship Packet**

**KalamaTopia 2025**

**November 7, 2025**

**Sponsorship Opportunity Summary:**

* **$1,000 VIP sponsor** – This sponsorship program provides a $1,000 sponsorship level for businesses who would like maximum exposure. Should you choose this program, your team has the opportunity to connect with the event attendees and be included on event day and social media advertising.
* **$500 - $999 Marketer Sponsor-** The sponsorship program is tailored to provide support to businesses who want to be connected to entrepreneurial development and small business crafters. It is designed as a connective/collaborative advertising medium.
* **$300 - $499 Planner Sponsor** – This sponsorship level allows for closer communal engagement. It is tailored to promote your business among other sponsors to show your support of local maker’s artists, vendors, etc.
* **$100 - $299 Crew Sponsor**- This is the lower level sponsorship opportunity to provide a small amount to support the needs of the event. This level does not include a free vendor booth but does ensure a spot if you’d like to vend.

**KalamaTopia**

In partnership with Art Hop, we are excited to bring back the beloved KalamaTopia event.

Throughout Michigan, cities are hosting holiday markets that feature huts and tents used to sell holiday items such as unique gifts, products, accessories, toys, décor, all locally made and special to the community. Whether the markets are called Kerstmarkt, Kindle Fest, Kris Kringle Market, or KalamaTopia, these events are a great way to feature small businesses that depend on holiday spirit and shopping. Sponsorship of these events illustrates support of entrepreneurial development, downtown holiday celebrations, retail shopping and Art Hop.

Embracing the cold, enjoying the outdoors, and celebrating all things Kalamazoo is the theme of KalamaTopia. With a pop-up street festival atmosphere plus a wide array of beverages that can be purchased within and through the Social District Zones, KalamaTopia will celebrate warm spirits and boost local shopping. Businesses can participate in KalamaTopia by being a sponsor, hosting a vendor booth or opening their store during the event hours (if you are located on The Mall). Participation as a vendor booth ($60) is done through a separate vendor form which outlines more specifically the guidelines

This year the event will be located on both the Radisson block and the North KVCC Museum blocks of the Kalamazoo Mall. The event is free to attend. As a continuation from years’ past, attendees will be able to bring alcoholic beverages to KalamaTopia through the Social Districts program. The ability to sip an alcoholic beverage while shopping and listening to music will enhance the ambiance of the holiday market. KalamaTopia has the opportunity to expand its footprint to create a multi-block holiday shopping experience partnering with the November 7 Art Hop.

The Kalamazoo Experiential Learning Center, a 501-c-3 organization is the host of this event. Our purpose is to host a great event, but also to provide the opportunity for college interns in marketing, public relations, event management, and merchandising to learn how to manage a popup event that includes music, adult beverages, and expo style shopping that supports small businesses.

**The Facts**

Time: Shopping begins at 5 p.m. and the event concludes at 8 p.m.

Location: 100 & 200 blocks of North Kalamazoo Mall

Date: November 7, 2025

Website: [www.kalamatopia.com](http://www.kalamatopia.com)

**$1,000 VIP Sponsorship Program**

The sponsorship program provides a $1,000 sponsorship level for businesses who would like maximum exposure. Should you choose this program, your team has the opportunity to connect with the event attendees, and leverage the branding message. Throughout the years, businesses that have participated have the ability to represent their company as an on-site marketing strategy. The sponsorship benefit program for the businesses is as follows:

* Industry Exclusivity
* Free Vendor Booth
* Company logo included in various ads and any flyers or posters
* Company mention on News Release and various calendars
* Company Logo on all Social Media and Website Marketing

**$500 - $999 Marketer Sponsorship Program**

The sponsorship program is tailored to provide support to businesses who want to be connected to entrepreneurial development and small business crafters. It is designed as a connective/collaborative advertising medium.

* Name mentioned in web and print advertising
* Free Vendor Booth
* Company logo included in various ads and any flyers or posters
* Company Logo on various Social Media and Website Marketing
* Company mention on News Release

**$300 - $499 Planner Sponsorship Program**

This sponsorship level allows for closer communal engagement. It is tailored to promote your business among other sponsors to show your support of local maker’s artists, vendors, etc.

Sponsored Signature Event with event day exposure

* Name mentioned in web and social media advertising
* Company Mention on News Release
* Company logo included in some flyers or posters

**$100 - $299 Crew Sponsorship Program**

This is the lower level sponsorship opportunity to provide a small amount to support the needs of the event. This level does not include a free vendor booth but does ensure a spot if you’d like to vend.

• Name mentioned in web and social media advertising

• Company Mention on News Release

**For More Information**

KELC Events

events@experientiallearningcenter.org

Event Team – 269-388-2830

KELC Organizational Information:

* The Kalamazoo Experiential Learning Center is a Michigan nonprofit corporation: LARA: 71556Y
* The IRS public charity 509 (a) (2). The date of exemption of March 11, 2014. 46-5093471.
* Michigan Attorney General’s Office Professional Fundraiser License Number: 54077

Kalamazoo Experiential Learning Center |269-388-2830 o | 269-388-3083 f | [www.ExperientialLearningCenter.org](http://www.ExperientialLearningCenter.org)

1417 S. Burdick St / Kalamazoo, MI 49001

**2025 KalamaTopia Sponsorship Form**

**Friday, November 7**

**Please Complete This Form**

Company / Organization Name

Contact Name Phone Number Email Address

Mailing Address City State ZIP

Official Name for Print Materials: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please select your sponsorship level:**

\_\_ $2,000 V.I.P Level Sponsor

\_\_ $500 - $999 Marketer Level Sponsor

\_\_ $300 - $499 Planner Level Sponsor

\_\_ $100 - $299 Crew Level Sponsor

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

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

\_\_\_\_ Payment Enclosed \_\_\_\_\_ Invoice Us

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Authorized Signature Title Date

*Kalamazoo Experiential Learning Center (KELC Events) is a nonprofit, 501-c-3 organization. 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. If this is a corporate donation separate from a sponsorship, where no goods (advertising) or services are provided - they are deductible donations.*

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