

Event Day Sponsorship Packet
KalamaTopia 2024
November 1st, 2024



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 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 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 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.

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 the Radisson block 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 1st 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 North Kalamazoo Mall
Date: November 1st
Website: 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 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 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 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

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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

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