

Event Day Sponsorship Appeal  
KalamaTopia 2022  
Hosted by: KELC Events



### Sponsorship Opportunity Summary:

- **\$1,000 Presenting sponsor** - exclusive rights for Hospitality Sponsorship including banner display, on-site advertising, blog mention and highlight, and social media branding exposure.
- **\$500 Advertising Sponsor**- The sponsorship program is tailored to provide support to businesses who want to be connected to entrepreneurial development and small business crafters. The sponsorship provides a tent, table, and chairs and allows the company an easy way to attend with little preparation. It is designed as a connective/collaborative advertising medium.
- **\$300 Planning 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.
- **\$60 Merchandise Vendor Booths** (non-sponsor)- \$60 for a 10 by 10 space on the Kalamazoo Mall. The space is large enough for a table and tent. We provide one 6-foot table and two chairs. Please consult the vendor information sheet for more details. Vendor booth sign up: <https://www.surveymonkey.com/r/KalamaTopia>

---

Throughout Michigan, downtowns 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, and retail shopping.

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. Details about the Social Districts, the ability of participating restaurants to serve to-go beverages to attendees will be available closer to the event, and the number of participating businesses might also be expanded. KalamaTopia has the opportunity to expand its footprint to create a multi-block holiday shopping experience.

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.

### **\$1,000 Business 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 all ads and any flyers or posters
- Company mention on News Release and various calendars
- Company Logo on all Social Media and Website Marketing
- Opportunity to provide giveaway advertising items on sponsored night
- Ability to hang additional signage on sponsored night
- Employee host and volunteer opportunities
- Exclusivity for the sponsored night to have your company representatives interact with the customers

It is possible for businesses to partner together on one exclusive night. Every effort will be made to ensure that partnered businesses agree to the sponsorship arrangement. Sponsored talking points, logos, and slogans are all part of the marketing opportunity.

### **\$500 Advertising Sponsorship Program**

The sponsorship program is tailored to provide support to businesses who want to be connected to entrepreneurial development and small business crafters. The sponsorship provides a tent, table, and chairs and allows the company an easy way to attend with little preparation. It is designed as a connective/collaborative advertising medium.

Sponsored Signature Event with event day exposure

- Name mentioned in web and print advertising
- Free Vendor Booth
- Company logo included in all ads and any flyers or posters
- Company Logo on all Social Media and Website Marketing
- Ability to hang additional signage on sponsored night
- Company mention on News Release
- Volunteer Recognition

### **\$300 Entertainment 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
- Volunteer Recognition

It is possible for businesses to partner together on one exclusive night. Every effort will be made to ensure that partnered businesses agree to the sponsorship arrangement. Sponsored talking points, logos, and slogans are all part of the marketing opportunity.

## \$100 A La Carte 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.

Sponsored Signature Event with event day exposure

- Name mentioned in web and social media advertising
- Company Mention on News Release

It is possible for businesses to partner together on one exclusive night. Every effort will be made to ensure that partnered businesses agree to the sponsorship arrangement. Sponsored talking points, logos, and slogans are all part of the marketing opportunity.

### KELC Sponsorship Commitment Form 2022

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

### The Event Fact Sheet

Time: Gates open at 5 p.m. and the event concludes at 8:30 p.m.  
Location: 100 North Kalamazoo Mall  
Date: November 4  
Website: [www.kalamatopia.com](http://www.kalamatopia.com)

### For More Information

Olivia Darnos, Director  
[director@experientiallearningcenter.org](mailto:director@experientiallearningcenter.org)  
Event Team – 269-388-2830  
[Events@experientiallearningcenter.org](mailto:Events@experientiallearningcenter.org)

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)