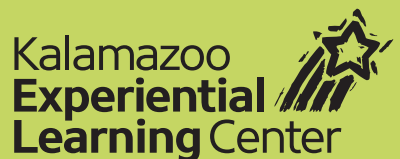


# Kalamazoo Experiential Learning Center

## 2024 Event Sponsorship Opportunities

KELC Events is a workforce readiness center providing experiential learning for college interns in event management, public relations, and marketing.





# KELC EVENTS

## *Elevator Pitch*

FLOOR

1

KELC is an event management organization that designs and implements events. We intentionally hire interns by giving them the unique opportunity to gain hands-on experience in marketing, PR, sports management and event management.

FLOOR

2

When you hire our event team to manage an event, our interns are learning and you are investing in their future. All the while, our event leadership team ensures that your event is executed with the professionalism expected and required.

FLOOR

3

Our interns are hungry to learn about event planning and committed to making the events fun, exciting, relevant, and memorable. We do the “nitty gritty” planning and implementation, so that you can leverage your event and build your brand stories. Our expertise is a game changer and it secures event success.

FLOOR

4

We specialize in assuring that your event is designed with the customer at the forefront, and that the program elements are strategically weaved into the outcomes that will meet your mission and your event purpose.

## *A little bit more about us.....*

### **SO HOW ARE YOUR INTERNS DIFFERENT?**

Most of our college interns come from the “client facing” programs at WMU. They love events, marketing, public relations, and sports. These programs are experiential learning intensive and they have been trained to be customer focused, professionally and intentionally.

### **WHAT KIND OF EVENTS DO YOU DO?**

We manage both private and public events. A number of our public events are working within the community to provide place-making events, festivals, sports marketing events, and fundraising events. But for private events, we take the client’s ideas and assist in the planning, managing, and execution of their vision.

## *So, why experiential learning?*

We created this Elevator Pitch for a better understanding of our full capacity of event management. In our quest to provide experiential learning, we value the opportunity to work for clients managing their trusted events. Working on corporate events (grand openings, street festivals, symposiums, fundraising events, and sport management events) allows our students to learn what it takes to work for a client and fulfill their expectations and event vision. The outcome? Together we maintain a commitment to on-going learning.

## Who We Are

As a 501-c-3 organization, the Kalamazoo Experiential Learning Center (KELC) is a place where college interns work in the areas of marketing, public relations, and event management. We engage, coach, and inspire our event teams to implement events through experiential, feet-on-the-street opportunities that connect organizations, businesses, and communities to the power of events.

### KELC Board of Directors

- Becca Shemberger, Tactile Medical
- Bob Miller, Community Volunteer
- Deborah Droppers, KELC Events
- Erin Visscher, Huntington Bank
- Angela McMillan, NSDA
- Jacob Droppers, Varnum Law
- Abby VandenBerg, Maple Hill Auto
- Bobby Hopewell, Mobile Health Resources

## What We Do

We create event experiences. Our team follows the trends and works to understand how these trends can be relevant in our community. We outline the ways to create and manage event experiences that support brand messages and content that develops the stories your customers will embrace when they attend events. The events hosted by KELC are specifically created to connect attendees to the community, the businesses, and the belief that great things happen when people gather.

The series of events in this packet are all designed to connect businesses to the event that will ultimately sell your

product by using events to connect customers to the experience.

As you look at what events would be great to sponsor, explore the people who come to that event, check out the website, and then let us propose a way to connect in a meaningful way using live events as a way to experience your support and participation in events that matter. Attendees are loyal to the event and the businesses that support their events.

We are planning these events to happen in 2024, and looking to focus on ways to create interactive customer experiences.

## Why be a sponsor?

Your sponsorship helps us to continue delivering programming that enhances the quality of life throughout the Kalamazoo region and connects college students to the community through event experiences. Your partnership supports funding that creates event innovation which will connect your customers to the event experience in a more authentic way.

## Here's what the IEG\* statistics say:

- 93% of millennial attendees say that they like brands that sponsor live events.
- 81% say that the coolest brand experiences they've ever seen somehow included music in a live setting.
- 80% admitted that the best and most effective way for brands to connect with them is through a live event.

## We do it Differently

When students want to learn for their “real job” they will try anything to be successful. Sponsorship fulfillment is best achieved when its authentic and unique. Have a great idea? We are game to make it work and deliver the right ROI for success. Our goal is to make you successful.

## Did you know?

- 80% of attendees purchase product from a sponsoring brand after an event experience.
- 79% of brand managers use live events to sell their products.

# Events That Intentionally Support Small Businesses



## Festival Fridays

May - August | 4 Mini-Festivals  
[www.FoodTruckRallyKZ.com](http://www.FoodTruckRallyKZ.com)

It's a pop-up festival. Everything you expect from a festival: live music, food trucks, merchandise vendors, games, and adult beverages. The attendees are diverse in ethnic backgrounds, they love music, unique food experiences, and they like drink pairings. They typically range from 18-55, they have jobs and love urban settings and classify themselves as "foodies." The events attract about 800-1,500 attendees.

Benefits include:

- 4 Event On-Site Exposure
- Ability to interact on site with audience - band introductions
- Sponsor booths and on site signage
- Entry and stage banners

## Tuesdays On the Road

June, July, August

This event series travels to unique locations throughout Kalamazoo County. It's placemaking focusing on mid-week food experiences, acoustical music, yard games, and community gathering. The series features 4 locations that are visited each month. The event is organized to offer a diverse array of food trucks, so it's perfect for families and picky eaters.

Benefits include:

- Three months of exposure
- Sponsor booths and on site signage at multiple locations
- An opportunity to reach smaller community neighborhood audiences



## KalamaTopia

November & December  
[www.KalamaTopia.com](http://www.KalamaTopia.com)

KalamaTopia is an outdoor, cold-air makers market that celebrates the holidays. This market is designed to attract shoppers, urbanites, and people who love to support small businesses. The attendee also looks for downtown/urban events that celebrate local retailers.

Benefits include:

- Logo/brand exposure
- Event day Booth
- Welcome and Stage banners
- Ability to connect with vendors and provide support



Food truck events can be placed practically anywhere and a popup event is realized. The community loves a picnic and Tuesdays on the Road feel just like that - A Picnic.

Festival Fridays and Tuesdays on the Road allow for product sampling, product staging, and employee volunteer presence.

# Events That Create Community Engagement, and Laughter



## Do-Dah Parade

June | First Saturday  
[www.DoDahKzoo.com](http://www.DoDahKzoo.com)

The parade has been part of the Kalamazoo landscape for 33 years. It's a tradition and it is the funniest parade. If families are your target audience, this event is a must because they come to laugh, point fingers, and know that Kalamazoo is just plain fun. It's a parody parade.

Benefits include:

- Part of the first weekend in June downtown marketing exposure
- Attendance exposure of families
- Free entries (number depends on sponsorship level)
- Presenting level has the option to be the parade marshal
- Judging representation
- Event day presence for ultimate exposure and impact



## Vineyard Classic Bike Tour

September  
Paw Paw Wine & Harvest Festival  
[www.VineyardClassicBikeTour.com](http://www.VineyardClassicBikeTour.com)

The Paw Paw Vineyard Classic Bike Tour has been a tradition in Paw Paw for more than 40 years. The event features three bike tour routes (23 miles, 43 miles, and 57 miles) that pass through lush vineyards and orchards right at the peak of the harvest season.

Benefits include:

- Exposure to bike enthusiasts and individuals who appreciate exercise through bicycling
- Connection and support of the Paw Paw Wine and Harvest Festival
- Opportunity to work with Sport Management students who are assisting in managing the event
- News releases and media talk shows
- Event-day exposure

## Pedal the Zoo

Spring



Ever heard of Detroit Slow Roll? This event is a bike tour in the city that explores economic development projects and neighborhood spaces unknown. Working with neighborhood stakeholders, the route is designed to "pedal" as you explore new community development projects that make Kalamazoo unique. Combining health/wellness with exploration is the key to this event's impact. Community members, bicycle advocates, and neighborhoods are the target audience.

Benefits include:

- Innovative Programming investment
- Ability to work alongside Kalamazoo's thriving bike community
- Help promote fellow local businesses
- Opportunity to be a part of an up and coming event and work alongside sport management students who are planning and managing the event
- Exposure to bike enthusiasts and individuals who appreciate exercise through bicycling
- Attendance exposure to families and community members
- Event-day exposure

# Support Community Events & College Student Learning



## Kalamazoo Block Parties June - October

A series of five neighborhood block parties designed to meet marginalized families in their front yard connecting youth with community programming. The event is designed to be a highlight in the neighborhood's summer event schedule. Police officers support the event by helping with activities and creating conversations. As a summer event student-athletes run this event learning business, event, and community engagement and responsibility.

Benefits include:

- Summer-long exposure in the inner city neighborhoods
- Opportunity to host booths and sell your services by creating a learning connection (uniquely branding your products)
- Use your brand to connect with marginalized youth through summer "fun" programming



## Kzoo Event Academy Quarterly Events

The Kzoo Event Academy is a workshop focused program that allows college students the opportunity to host and direct an educational workshop within the field of event planning and management. The process of learning by teaching isn't just limited to comprehension. It helps students develop essential social-emotional learning skills improving efficacy, confidence and communication skills. The target audience group is topic specific which allows for a results-based sponsorship.

Benefits include:

- Innovative programming investment
- Ability to work with college students in the field of public relations, event management, and marketing
- Ability to work with community organizations who are looking to improve their event management delivery of programs
- Event-day exposure

## Scripps Spelling Bee March 9



It's the real Scripps National Spelling Bee that is hosted in Kalamazoo County in March. KELC events agreed to be the fiscal sponsor for the event, coordinate the regional competition, and then raise the funds to support the winner and their representatives to attend the National Spelling Bee in Washington DC.

This event accentuates community learning, academic competition outside the classroom, and social/emotional learning.

Benefits include:

- Assisting marginalized students learn the power and benefit of spelling through competition
- Supporting the benefit of household learning through the spelling competition preparation
- Community pride in participating in a national event with a regional qualifier
- Financially support a student to represent a community of people.

# Kalamazoo Digital Media Meet-u

Focusing on small businesses and nonprofits



Since 2009, Kalamazoo Social Media Week has partnered with brands, companies and organizations to foster connections with industry thought leaders, local experts, and the diverse, passionate community of current and aspiring social media marketing professionals in Kalamazoo.

In 2022, Kalamazoo Social Media Week changed its name to Kalamazoo Digital Media Meetup. The networking group hosts events and meetings for anyone looking to expand their Digital Media and technological knowledge.

The events take different forms and it really depends on the topic as to whether it is a meeting or a half-day conference. The event hosts local speakers and media ‘experts’ where they present and then attend a social gathering afterward. This event allows small business owners to build connections and gain knowledge to better propel their business forward on all digital platforms.

Benefits include:

- Engage with talented marketing communications professionals and decision makers from a variety of industries
- Opportunity to position your brand as a leader in your field
- Cultivate a local talent pool for recruitment and retention
- Promotion of your products and services to an audience seeking new ideas and to improve their processes in marketing communications
- Supporting and celebrating the Kalamazoo community

## Here is the Kalamazoo Digital Media Meetup Sponsorship Opportunities:

Sponsorship Type	Price	Quantity Available	Sponsored content through social channels	Logo on sponsorship loop and event sponsor signage	Recognition of sponsor in opening remarks	Two conference tickets	Virtual Marketing: Email/ video commercial	Distribution of pre-approved promotional items	Co-handling materials and promotion with your logo	Opportunity to provide remarks about your organization	Additional marketing benefits, individualized to company
Speakers	\$2,000	3	■	■	■	■	■	■	■	■	■
Special Event	\$1,000	2	■	■	■	■	■	■	■	■	
Social Hour	\$1,000	2	■		■	■	■	■			
Scholarships/ Experience	\$750	1	■	■	■	■	■	■	■		
Promotional Partner	\$500	5	■	■	■						
A la carte	\$200	5	■	■	■						

Truly, at the end of the day, what we do is connect college students to their community. They learn that “place” is important.

By doing, they show that college students care!

KELC isn’t just about internships. It’s about teaching what it means to live in and be part of a community. That’s priceless.

# Benefit Packages, Opportunities, and Financial Support

Sponsorship is advertising and it should be designed to create the opportunity to connect with new or current audiences. The categories of The VIP, The Marketer, The Planner and The Crew are offered for each of the KELC hosted events. The price range indicates the level of sponsorship. There is also an opportunity to tailor a new element that will enhance the event as well as the sponsorship benefit. The grid on the following page provides a quick view of the various benefits for each category.

We recommend that you first look for an event that connects with your targeted audience. Each event description outlines the targeted audience. The events connect with families, foodies, craft beer lovers, cyclists, and people that love and support downtowns. There are many different options.

And, if you are a company that also believes it is important to support events that reach out authentically to marginalized families, then we recommend that you sponsor the Kalamazoo Block Party or Spelling Bee initiative.

Remember, we are always willing to tailor a package that will uniquely connect you to the attendees and the event mission. Our team can provide a proposal based on your dollar commitment to supporting the placemaking and community engagement our events bring to the Kalamazoo region.

When you decide to sponsor, please use the sponsorship commitment form to outline how you want to be involved. And know that we will work with you to tailor a program that works for your company and your brand message.

## Sponsorship Category Selection

Food Truck Rally	VIP   \$2,000	Marketer   \$500	Planner   \$300	Crew   \$100
Food Truck On the Road	VIP   \$2,000	Marketer   \$500	Planner   \$300	Crew   \$100
Kalamazoo Digital Media	Speaker   \$2,000	S.E.   \$1,000	Social   \$1,000	Promo   \$500
KalamaTopia	VIP   \$1,000	Marketer   \$500	Planner   \$300	Crew   \$100
Do-Dah Parade	VIP   \$1,500	Marketer   \$500	Planner   \$300	Crew   \$100
Kalamazoo Block Party	VIP   \$1,000	Marketer   \$500	Planner   \$300	Crew   \$100
Vineyard Classic Bike Tour	VIP   \$1,000	Marketer   \$500	Planner   \$300	Crew   \$100
Pedal the Zoo	VIP   \$1,000	Marketer   \$500	Planner   \$300	Crew   \$100
Kzoo Event Academy	VIP   \$1,000	Marketer   \$500	Planner   \$300	Crew   \$100
Spelling Bee	Presenting   \$5,000	Marketer   \$1,000	Planner   \$500	Crew   \$250



*Vicksburg Mill Pop-up*



# The Benefits at a Glance

Here is a quick reference guide on the sponsorship benefits. The event team is ready to create new opportunities to provide additional impact and connection to the audiences that attend these events. We're always ready to try something that will result in a win-win outcome.

In our pledge to be innovative and fulfillment driven, we also want to hear from our sponsors as to how we can make these events more customer-experience driven.

Sponsorship Benefits	The VIP \$1,000 - \$2,000	The Marketer \$500 - \$999	The Planner \$300-\$499	The Crew \$100-\$299
Industry Exclusivity	●			
Free Event Registrations	●	●		
<b>Pre-Event Recognition</b>				
Live Media Mentions and Talk Shows Website & Social Media Presence	●			
Printed Promotional News Releases	●	●	●	
<b>Live Event Recognition</b>				
Employee Hosts and Volunteer Networking	●			
Stage Advertising (Printed and live announcements)	●			
10' by 10' Event Booth	●	●		
Live Broadcasting Coverage	●			
Logos on Sponsor Banners	●	●	●	
Event Give Away Item	●			
<b>Post Event Recognition</b>				
Social Media Posts	●	●	●	●
Volunteer Recognition	●	●	●	●
News Releases	●	●	●	
Next Year's Sponsor Package	●	●	●	●

**\*\*All of the events listed in this brochure apply to the above sponsorship grid, EXCEPT Kalamazoo Digital Media Meetups**

# KELC Sponsor Commitment Form 2024

www.ExperientialLearningCenter.org | 1417 S. Burdick Street | Kalamazoo, MI 49001

T: (269) 388-2830 | F: (269) 388-3083

Contact Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail Address: \_\_\_\_\_

## Sponsorship Category Selection

\$ _____	Food Truck Rally	VIP   \$2,000	Marketer   \$500	Planner   \$300	Crew   \$100
\$ _____	Food Truck On the Road	VIP   \$2,000	Marketer   \$500	Planner   \$300	Crew   \$100
\$ _____	Kalamazoo Digital Media	Speaker   \$2,000	S.E   \$1,000	Social   \$1,000	Promo   \$500
\$ _____	KalamaTopia	VIP   \$1,000	Marketer   \$500	Planner   \$300	Crew   \$100
\$ _____	Do-Dah Parade	VIP   \$1,500	Marketer   \$500	Planner   \$300	Crew   \$100
\$ _____	Kalamazoo Block Party	VIP   \$1,000	Marketer   \$500	Planner   \$300	Crew   \$100
\$ _____	Vineyard Classic Bike Tour	VIP   \$1,000	Marketer   \$500	Planner   \$300	Crew   \$100
\$ _____	Pedal the Zoo	VIP   \$1,000	Marketer   \$500	Planner   \$300	Crew   \$100
\$ _____	Kzoo Event Academy	VIP   \$1,000	Marketer   \$500	Planner   \$300	Crew   \$100
\$ _____	Spelling Bee	Presenting   \$5,000	Marketer   \$1,000	Planner   \$500	Crew   \$250

If donating a product or service, please list: \_\_\_\_\_

Upon receipt of this sponsorship commitment form, you will receive an invoice. Our team will connect with you to help you maximize sponsorship benefits and confirm sponsorship fulfillment.

Checks are payable to:

KELC Events

**(Kalamazoo Experiential Learning Center)**

Check is enclosed

Check will be processed and sent under separate cover

Please invoice business

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Kalamazoo Experiential Learning Center

- The KELC is a Michigan nonprofit corporation | LARA: 71556Y
- The IRS public charity 509 (a) (2) Federal Tax ID: 46-5093471
- Michigan Attorney General's Office Professional Fundraiser License: 54077

For more information:

Event Team

E: [director@experientiallearningcenter.org](mailto:director@experientiallearningcenter.org)

T: (269) 806-5506

Deborah Droppers, Executive Director

E: [deb@eventkalamazoo.com](mailto:deb@eventkalamazoo.com)

T: (269) 330-6202

# Thank You 2023 Event Sponsors

So much of what we do is based on the support of our sponsors. Ideally, sponsorships should account for 30% of our revenues. This is a good goal for our event team to look at how we can engage and support collaborators. We need to improve our sponsorship revenues because this allows us to add value to the events, create impact learning for interns, and support an event design that provides relevant experiences.

Please take a minute to determine how your company can support KELC while gaining the advertising value of being a sponsor.



Irving S. Gilmore Foundation  
WKFR 103.3 | Town Square Media  
YMCA of Greater Kalamazoo  
Kalamazoo Co. Pre-K  
WWMT Newschannel 3  
Advia Credit Union  
Republic Services  
Kellogg Community Credit Union



Conan Venus  
LKF Marketing  
Argo's East



Irving S. Gilmore Foundation  
Kalamazoo Department of Public Safety  
Meijer  
Edison Neighborhood  
Aldi



Irving S. Gilmore Foundation



Irving S. Gilmore Foundation  
Mercantile Bank  
Imperial Beverage  
Orin B. Hayes  
Lume  
Hits 96.5  
Trust Shield - Vicksburg  
Bestway Disposal




Pedal Bike  
LaCantina  
Bell's Brewery  
Plaza Corp

Thank you  
for your  
consideration.

Together, we can do great things!

1417 S. Burdick Street  
Kalamazoo, MI 49001  
[www.ExperientialLearningCenter.org](http://www.ExperientialLearningCenter.org)  
(269) 388-2830

Kalamazoo  
**Experiential**  
**Learning Center**

The logo features a stylized five-pointed star with a thick outline and a smaller star inside it. The star is positioned at the top right of the logo, with several curved lines radiating downwards and to the left, suggesting motion or a trail.