

2026

Sponsorship Packet

Do-Dah Parade

Hosted by

KELC Events
Kalamazoo
Experiential
Learning Center



@dodahparade



www.dodahkzoo.com



Do-Dah Parade Event Information

Who attends the Do-Dah Parade?

It's a parade that has built a 42 year tradition. Kids that came to the event as a 3 year old are now bringing their kids.

It's families, singles, adults and seniors that line the streets coming together to simply enjoy a parade with lots of candy. Do-Dah is part of the JumpstART weekend featuring: Art on the Mall, the KIA Art Fair, and the Pride Festival

Attendance: 10,000 people attend the parade
100,000 attend JumpstART
Volunteers: 20 people work on Parade Day.

The Facts

Date: June 6, Kick off at 11 a.m.

Place: Do-Dah Parade Route
Lovell Street to Rose Street, Rose Street to Michigan Avenue, Michigan Avenue to Portage Street, and back to Lovell Street.

The Do-Dah parade is focused on promoting businesses, organizations, and everything in between through the creative design of a parade unit. Between 50-60 businesses participate and they use laughter to connect with the community.



What is the Do-Dah Parade?

Established in 1984, the Do-Dah Parade is a beloved satire tradition that kicks off summer in Downtown Kalamazoo. This hour-long parade features 50-60 local businesses and organizations using humor and creativity to spoof the mundane and showcase community spirit, while promoting who they are and what they do. It's a great opportunity for businesses to uniquely promote and celebrate their employees.

The parade is managed by KELC Events, a 501(c)(3) nonprofit that utilizes placemaking events to train and mentor college interns. By sponsoring, you support the next generation of event managers as they gain hands-on experience building stakeholder partnerships and vibrant community experiences through events.

Do-Dah Parade Sponsorship Information

2026 Sponsorship Opportunities

Partnering with Do-Dah places your brand in front of 8,000 to 10,000 spectators. Sponsorship benefits include:

- Priority Placement: Free parade entries with prime positioning.
- Flexibility: The option to gift your entry to another local business.
- High Visibility: Multi-level marketing exposure within a major destination event.

Core Benefits (All Sponsorship Levels)
Every sponsor receives foundational recognition for their contribution.

- Company name listed in web and social media advertising.
- Company mention in official event News Releases.
- Sponsor highlight featuring content about your business, a picture, and your logo

VIP Sponsor | \$1,500

Maximum exposure and community leadership

- Official "Presented By" status on website, registration portals, printed materials and media correspondence.
- Two (2) complimentary parade entries.
- limited to 2 media sponsors and 2 cash sponsors with industry exclusivity
- Core sponsor benefits

The Marketer | \$500

Designed for connective/collaborative advertising and entrepreneurial support

- Company logo included on official flyers, banners, and posters.
- One (1) complimentary parade entry
- Core Sponsor Benefits

The Planner | \$300

Tailored for communal engagement and B2B networking

- Designated "Sponsored Signature Event" status with event-day exposure.
- Company logo included on select promotional flyers and posters.
- Core Sponsor Benefits

The Crew | \$100

Entry-level support for community impact

- Includes all Core Benefits listed above, providing a presence in digital and press-related communications.



The Parade features a theme to help coordinate the parade decorations - the 2026 theme is Disney/Pixar Movies



Do-Dah Parade Sponsorship Information

Business: _____ Business Phone: _____

Contact Person: _____ Cell Phone: _____

Address: _____ City: _____ Zip: _____

Email: _____ Website: _____

Facebook: _____ Instagram: _____

Please Check the Sponsorship Level(s):

☐ VIP Sponsorship Program:
\$1500

Amount: _____

☐ Planner Sponsorship Program:
\$300

Amount: _____

☐ Marketer Sponsorship Program:
\$500

Amount: _____

☐ Crew Sponsorship Program:
\$100

Amount: _____

Along with this form, please email us a the content for your organization's sponsorship highlight. Content can be emailed to: director@experientiallearningcenter.com

Please Note the Following:

☐ Please note that our logo will be sent under a separate cover.

☐ Please send copies of advertisement to: _____ (email)

Signed by: _____ Date: _____

Name: _____

Please return to: Deborah Droppers, deb@eventkalamazoo.com, 269.388.2830

Kalamazoo Experiential Learning Center (KELC Events)

1417 S. Burdick Street, Kalamazoo, MI 49001

Payable to: Kalamazoo Experiential Learning Center

Tax ID: 46-5093471 (a 501-c-3 organization, Public Charity Status - 509(a)(2))