

New Year's Fest Sponsorship Commitment

Name: _____ Phone: _____

Business: _____

Add'l Contact: _____ Phone: _____

Fax: _____ Email Address: _____

Please check the following category:

- ☐ Presenting Sponsor in the amount of \$5,000
- ☐ Ball Drop Sponsor In the amount of \$2,500
- ☐ Fireworks Sponsor in the amount of \$2,500
- ☐ • Celebration tent in the amount of \$2,000
- ☐ • Eating Tent in the amount of \$1,000
- ☐ Park Sponsor in the amount of \$500
- ☐ Site Sponsor - In-kind donation

Corporate Donation, please indicate amount donated: _____

In-Kind Sponsor, please list the value of the donation: _____

Please indicate below on billing procedures:

- ☐ Please invoice business
- ☐ Please note that check will be enclosed

Please note that check will be processed and sent under separate cover

The online form can be found at this link:
www.surveymonkey.com/r/NYFSponsor



New Year's Fest
1417 S. Burdick Street
Kalamazoo, MI 49001
Tax ID: 38-2680407



New Year's Fest of Kalamazoo
1417 S. Burdick St. | Kalamazoo, MI 49001
(p) 269.388.2830 (f) 269.388.3083
deb@eventkalamazoo.com | www.newyearsfest.com



New Year's Fest

Performing Arts Festival



When sponsors lend a hand, events become accessible to all. Your generosity paves the way for everyone to join in the fun.



NEW YEAR'S FEST

Sponsorship Opportunities 2024



39 Years in Downtown Kalamazoo

WHAT IS NEW YEAR'S FEST?

It is Downtown Kalamazoo's version of New Year's Eve in Bronson Park.

New Year's Fest is a performing arts celebration hosting an array of entertainers who perform either 30 or 45 minute performances repeated throughout the night. Performances are either inside the buildings surrounding Bronson Park, or they are in large festival tents that are located in Bronson Park and the surrounding streets. It is a festival.

On New Year's Eve, attendees can design their own scheduled entertainment because performances include: bands, theatre, classical performances, storytelling, and dance. Some of the entertainers are local, others are within the Mid-west. And, others are from our cultural arts organizations.

New Year's Fest has hosted an event for 39 years. Families are loyal to New Year's Fest:

- 76% report that they have attended two or more years and of that 56% have attended more than four times.
- 58% attend as a family unit.
- 23% of the attendees are under 16 which means kids are learning how to attend an event downtown.

This is family friendly at its best. There is a great mix of cultural arts, family entertainment, and community celebration. As a community sponsor you are making it possible for community members to love where they live, enjoy the arts, and ultimately value the community where they work, live and play.

When you agree to a sponsorship you make it possible for entertainers to sustain their passion, and families afford to come downtown to celebrate New Year's!

The win-win is that you also support a tradition of family-focused events.



SPONSORSHIP IS SUPPORTING THE CULTURAL ARTS

New Year's Fest has always been a platform for entertainers to come together on this "holiday" and celebrate their work, passion, and talents. And the unique surprise about this festival is that the performances also include unique arrangement of artists who come together during the holiday to create popup "jam" groups that you might never get the chance to hear again.

The Board of Directors are committed to creating a festival that leverages sponsorship dollars to make it affordable and one of the best entertained events.

It's unique, it's individualized, and it's flexible allowing you to see what you want to see when it's convenient for you.

SPONSORSHIP SELECTION IS EASY

Sponsors have the opportunity to frame their sponsorship to gain the biggest impact. We are very vocal about the fact that if it wasn't for sponsors, the price would be significantly higher. People like affordable events. Admission is only \$7 and that's cheaper than a movie.



Sponsorship Benefits	Festival \$5,000	Fireworks Ball Drop \$2,500	Celebration Tent \$2,00	Eating Tent \$1,000	Park \$500
Free Event Passes					
Pre-Event Recognition					
Name/Logo on the cover of program Guides					
Name/Logo in annual program guides					
Mobile App mentions					
Exclusive Sponsorship					
Live event Recognition					
Mobile App Logo associated with the event					
Stage Advertising (live announcement from all stages)					
Name included with mention of Fireworks or Ball Drop					
Name/Logo included in party packets for live streaming					
Logos on live streaming sites and cable channel					
Exposure on website with logos and mentions					
Event Promotion Tactics					
Social Media Posts					
Individual Shout outs					
News Releases					
Business coupon/ Website link					

We can tailor this program to give you an opportunity to outline your needs - how you want to be involved. New Year's Fest is a tradition and it creates memories allowing sponsors to be more intentional in how they brand their products.

The above benefits can be enhanced to provide more opportunities on "event day" for a more intentional and connected approach to the attendee.

When you decide to sponsor, please use the online sponsorship commitment form to outline how you want to be involved.