

Event Day Sponsorship Packet

Vineyard Classic 2025

September 7th, 2025



Sponsorship Opportunity Summary:

- **\$1,000 VIP sponsor** – For businesses that want maximum exposure, this sponsorship level provides a prime opportunity to connect directly with event attendees at a dedicated SAG (Support and Gear) stop. Your team will also get a free vendor booth at the main event location and a merch booth at the SAG stops. Additionally, your business will be included in all event day materials and social media advertising.
- **\$500 - \$999 Marketer Sponsor**- This level is perfect for businesses looking to support the cycling community. As a Marketer Sponsor, you'll be featured at a dedicated SAG stop and have a merch booth at the SAG stops. This is a great way to collaborate and advertise your brand to all the riders and their supporters.
- **\$300 - \$499 Planner Sponsor** – Show your support for the local cycling community and get closer communal engagement. This sponsorship level includes a designated vendor booth at the main event location, allowing you to promote your business alongside other local sponsors and vendors.
- **\$100 - \$299 Crew Sponsor**- This is an entry-level sponsorship to help support the event's needs. While it does not include a free vendor booth, it does guarantee you a spot at the main event as a vendor if you choose to purchase a booth separately. Your business will also be listed in our event-day materials as a supporter of the tour.

Vineyard Classic

The Paw Paw Vineyard Classic Bike Tour has been a tradition (with the best oatmeal cookies) in Paw Paw for a long time. The three different bike routes (also called tours) offer the ability to enjoy the beauty of Southwest Michigan while also experiencing the tranquility of our country roads. The views are incredible as you pass through the vineyard and countryside with that amazing grape aroma. And, we haven't begun to talk about the people that you will be riding next too.

The bike routes include a 23-mile route, a 43-mile route and a 57-mile route. All the routes are marked by our loyal partner, Gary Goscenski of Perspectives Consulting. The routes are monitored on event day by The Black River Amateur Radio Club. And, LaCantina has saved the tradition of the famous "Biker Cookies" that everyone has come to know as "the reason they ride." As you can see, the event is steeped in tradition and a real community pride that this event has withstood the challenge of time. The SAG stops at the VFW Decatur Veterans Park and Lawton Elementary School in the Village of Lawton all add to the charm of the event and the tradition.

A huge thank you to The Paw Paw Women's Service League who dedicated their years of service to this event and the celebration of bicycling. KELC Events is honored to accept the management responsibility with all proceeds benefit college internships in Southwest Michigan.

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.

Just The Facts

- Time: Registration begins at 7 a.m.; Bike routes open between 8 & 9 a.m. and close at 3 p.m.
- Location: Van Buren County Human Services Building
(801 Hazen Street, Paw Paw, MI 49079)
- Date: September 7th, 2025
- Stakeholders: Paw Paw Wine and Harvest Festival, Kalamazoo Bike Club, Perspectives Consulting, and The Black River Amateur Radio Club
- Website: www.vineyardclassicbiketour.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 at Start/Finish & SAG stops
- Company logo included in various ads and any flyers or posters
- Company mentions on news release and promotions
- Company Logo on all social media and website marketing

\$500 - \$999 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 print, web and social media 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 - \$499 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 print, web and social media advertising
- Company Mention on news release
- Company logo included in event day materials

\$100 - \$299 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 event day materials

For More Information

Abby Ragusa, Community Engagement and Recruitment Coordinator

info@experientiallearningcenter.org

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

Kalamazoo Experiential Learning Center | 269-388-2830 o | 269-388-3083 f | www.ExperientialLearningCenter.org
1417 S. Burdick St / Kalamazoo, MI 49001

2025 Vineyard Classic Sponsorship Form

Sunday September 7th



Please Complete This Form

Company / Organization Name

Contact Name

Phone Number

Email Address

Mailing Address

City

State

ZIP

Official Name for Print Materials:

Please select your sponsorship level:

- ☐ \$1,000 V.I.P Level Sponsor
- ☐ \$500 - \$999 Marketer Level Sponsor
- ☐ \$300 - \$499 Planner Level Sponsor
- ☐ \$100 - \$299 Crew Level Sponsor

I understand that by signing this agreement, I am committing my company/organization to the following:

Financial Contribution of: \$_____ (sponsorship level amount)

☐ Payment Enclosed ☐ Invoice Us

Authorized Signature

Title

Date

Kalamazoo Experiential Learning Center (KELC Events) is a nonprofit, 501-c-3 organization. This sponsorship agreement provides benefits as outlined in the sponsorship packet - a complete listing of those benefits will be communicated throughout the partnership of this event. If this is a corporate donation separate from a sponsorship, where no goods (advertising) or services are provided - they are deductible donations.

Please return to: KELC Events at 1417 S. Burdick St. Kalamazoo, MI 49001 | or scan and email to Deb Droppers at deb@eventskalamazoo.com | KELC'S nonprofit tax number: 46-5093471