

2026

Sponsorship Packet

Vineyard Classic Bicycle Tour Sponsorship

Hosted by
KELC Events
**Kalamazoo
Experiential
Learning Center**



Paw Paw Vineyard Classic Bike Tour



<https://www.vineyardclassicbiketour.com>



Vineyard Classic Event Information



The Vineyard Classic Bicycle Tour is a signature and long-standing event within the Paw Paw Wine and Harvest Festival 3 day celebration.

Target Audience: Bike enthusiasts that like to tour on open roads and explore countryside views within a leisurely format. With 3 different route options, the event format is perfect for both a new and seasoned cyclist.

Amenities: Two amazing SAG stops are part of the experience offering hydration and snacks for the shorter route, and a lunch buffet for the longer routes.



Just The Facts:

- When:** Sunday, September 13, 2026,
Registration starts at 7 am,
Bike routes open at 8
Can start at any time
Course Closes 3 pm.
- Location:** Van Buren Co Human Services Building
- Partners:** Paw Paw Wine and Harvest Festival
Perspectives Consulting
The Black River Amateur Radio Club

KELC Events hosts and manages the event. Advanced Registration typically opens in June. WMU Sport Management students assist in designing and operating the event.

Celebrating Vineyards, Cycling, and Traditions - An Event for Everyone

The Paw Paw Vineyard Classic Bike Tour is known for featuring the best oatmeal cookies-it's a bit of a tradition. The three different bike routes celebrate the wine country as a signature event of the Wine and Harvest Festival. The tour offers a unique featured ride along Southwest Michigan country roads. The promise on a Sunday morning is tranquility and incredible views as you pass through the vineyards with unforgettable grape aromas.

The bike routes include a 23-mile route, 43-mile route and a 57-mile route. Well-marked routes and support communication teams through a partnership with The Black River Amateur Radio Club offers the support need to make it perfect for a beginner.

The famous oatmeal cookies are carefully baked by LaCantina restaurant who continues to ensure that the tradition lives on. This is a bike tour that is steeped in tradition and real community pride.

Vineyard Classic Sponsorship Benefits

\$1,000 VIP Sponsorship Program

Throughout the years, businesses that have participated have the ability to represent their company as an onsite marketing strategy. The sponsorship benefit program for the businesses is as follows:

- Industry Exclusivity
- 4 free entries
- Free Vendor Booth at Start/Finish and/or SAG stops
- Company logo included in print materials including registration, event day signage, posters, and flyers
- Sponsor highlight advertisement
- Company Logo on all social media and website marketing

\$500 Marketer Sponsorship Program

- 2 free entries
- Name and logo included in print, web and event day signage
- Free Vendor Booth at Start/Finish
- Sponsor highlight
- Company Logo on various social media marketing
- Company mention on News Release

\$300 Planner Sponsorship Program

- Sponsor Highlight
- Name mentioned in print, web and social media advertising
- Company logo included in event day materials

\$100 Crew Sponsorship Program

This is a donation level or a donation of product that might include coffee, food, or bike items.

- Name mentioned in web and social media advertising
- Sponsor Highlight
- Company Mention on event day materials



Vineyard Classic Sponsorship Agreement Form

Business: _____ Business Phone: _____

Contact Person: _____ Cell Phone: _____

Address: _____ City: _____ Zip: _____

Email: _____ Website: _____

Facebook: _____ Instagram: _____

Please Check the Sponsorship Level(s):

VIP Sponsorship Program:
\$1000

Amount: _____

Planner Sponsorship Program:
\$300

Amount: _____

Marketer Sponsorship Program:
\$500

Amount: _____

Crew Sponsorship Program:
\$100

Amount: _____

Along with this form, please email us content copy 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))