



**MRC**

Putting Abilities  
to Work.



# Sponsorship Opportunities

June 15, 2024

KALAMAZOO KLASSIC 2024



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A COMMUNITY TRADITION

In Partnership with:



# A Community Tradition



When the gun sounded for the first Kalamazoo Klassic at precisely 8:57 a.m. on June 30, 1979, 650 runners sprinted off on a 10-kilometer course of what is now the oldest running event in Kalamazoo. Twenty-five years later, on June 21, 2003, hundreds of runners celebrated a quarter century of success by gathering yet again for competition and personal pleasure on the top of Maple Street hill for another sounding of the classic Klassic gun.

Many things have remained unchanged since 1979: Maple Street Hill, all-volunteer sponsorship by the local running club, and the excitement of the field. But many things have changed: the addition of the 5K run, electronic timing, the finish in Maple Street Magnet Middle School Fields, and the increasing number of women and older runners, but mostly it's the why.

Since 2000 MRC Industries has been the main beneficiary of the Kalamazoo Klassic. Proceeds support the mission of MRC which is to encourage and support individuals living with a disability to achieve their fullest potential through employment, skill-building and active community involvement. The remaining proceeds benefit Kalamazoo Area Runners in its mission to promote a healthy lifestyle through the sport of running while enhancing the quality of life in the community. Up until 2019, the Kid's Klassic took place on the Friday before the Kalamazoo Klassic. It was a popular run event for young, aspiring runners to participate. This year we are making every effort to bring that back to the community! Stay tuned for that exciting news.

Questions regarding the Kalamazoo Klassic 5k Run/Walk and 10k Run or sponsorship opportunities should be directed to Susan Terranella at [sterranella@mrcindustries.org](mailto:sterranella@mrcindustries.org) or (269) 343-0747.

**Kalamazoo Klassic | Saturday, JUNE 15, 2024**

# Kalamazoo Klassic Sponsorship Options

## Platinum - \$5,000

- Prominent placement of your logo on event t-shirts, distributed to participants
- Logo on digital event billboards throughout the Kalamazoo area
- Your logo/link to your website and recognition on MRC and Kalamazoo Klassic Facebook pages (1,400+ followers combined)
- Your logo on select on-site event materials
- Exclusive Kalamazoo Klassic Swag Bag
- Recognition in our newsletter
- Display banner at finish line (we provide)
- Name announced during start and finish line announcements
- 5 complimentary race entries

## Gold - \$3,500

- Logo on event t-shirts distributed to participants
- Your logo/link to your website and recognition on MRC and Kalamazoo Klassic Facebook pages (1,400+ followers combined)
- Your logo on select on-site event materials
- Recognition in our newsletter
- Display banner at finish line (we provide)
- Name announced during start and finish line announcements
- 5 complimentary race entries

## Silver - \$2,000

- Logo on event t-shirts distributed to participants
- Your logo/link to your website and recognition on MRC and Kalamazoo Klassic Facebook pages (1,400+ followers combined)
- Your logo on select on-site event materials
- Recognition in our newsletter
- Name announced during start and finish line announcements
- 5 complimentary race entries

## Bronze - \$1,000

- Logo on event t-shirts, distributed to participants
- Your logo/link to your website and recognition on MRC and Kalamazoo Klassic Facebook pages (1,400+ followers combined)
- Recognition in our e-newsletter
- Name announced during start and finish line announcements

## Copper - \$500

- Logo on event t-shirts distributed to participants
- Your logo/link to your website and recognition on MRC and Kalamazoo Klassic Facebook pages (1,400+ followers combined)
- Name announced during start and finish line announcements

## Friend - \$250

- Logo on event t-shirts distributed to participants

## ADDITIONAL OPTIONS

### Medal Sponsor - \$3,500 (1)

- All the same benefits as SILVER sponsor
- Logo on ribbons of the 5k and 10k finisher medals

### Bib Sponsor - \$3,500 (1)

- All the same benefits as SILVER sponsor
- Logo on all race bibs

### Media Sponsor - \$2000

- Logo on digital event billboards throughout the Kalamazoo area
- Name announced on radio spots

### Volunteer Sponsor - \$1,500 (1)

- Recognition and logo as volunteer sponsor on the back of all volunteer shirts
- 5 complimentary race entries

### Pace Car Sponsor - \$1000

- Name present on car leading off race

### Kids Klassic Sponsor - \$250-4000

- Customizable options from title sponsor, shirt sponsor, or simply a banner at the finish line.

### Want to develop your own package?

email [sterranella@mrcindustries.org](mailto:sterranella@mrcindustries.org)

# Sponsor Benefits

## BENEFITS

FRIEND  
\$250

COPPER  
\$500

BRONZE  
\$1,000

SILVER  
\$2,500

GOLD  
\$3,500

PLATINUM  
\$5,000

Logo on event t-shirts



Name announced at start and finish line



Your logo/link to your website and recognition on MRC Facebook pages



Recognition in our e-newsletter (distributed to over 5,000 individuals)



Placement of logo on event materials



Complementary race entries



Display banner at finish line



Logo on digital event billboards throughout the Kalamazoo area



Exclusive Kalamazoo Klassic Swag Bag

