



# KALAMAZOO KLASSIC 2025



# 47

A COMMUNITY TRADITION

## Sponsorship Opportunities

June 14, 2025

In Partnership with:





# A Community Tradition

The Kalamazoo Klassic has been a cornerstone of our community's athletic and cultural scene for over four decades, bringing together runners of all ages and skill levels for a memorable celebration of fitness, camaraderie, and competition. Hosted annually in the heart of Kalamazoo, this iconic event offers participants a choice of two premier races: the challenging 10K and the popular 5K.

More than just a race, the Klassic is a vibrant community tradition that fosters a spirit of togetherness and promotes a healthy lifestyle. Its scenic route winds through Kalamazoo's historic neighborhoods and tree-lined streets, offering participants breathtaking views and an exhilarating challenge. With live music, cheering spectators, and the energy of fellow runners, the Klassic creates an unmatched race-day experience.

The event also emphasizes inclusivity, featuring options for seasoned competitors, casual joggers, and families alike. Proceeds from the Kalamazoo Klassic directly benefit MRC Industries, a local nonprofit dedicated to empowering individuals with disabilities to achieve their fullest potential through employment and enrichment opportunities.

In 2025, we look forward to continuing this cherished tradition, uniting the Kalamazoo community for another unforgettable celebration of perseverance, fun, and giving back. Join us as we lace up and make the 47th Kalamazoo Klassic the best yet!

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 14, 2025**

# Why Sponsor the Kalamazoo Klassic?



Sponsoring the Kalamazoo Klassic is a unique opportunity to promote your brand while making a meaningful impact on the community. Here's why:

- **Unmatched Exposure:** Showcase your brand to thousands of runners, spectators, and community members through race materials, social media, and on-site visibility.
- **Health & Wellness Alignment:** Connect with health-conscious, active individuals who value businesses promoting healthy lifestyles.
- **Community Impact:** Support MRC Industries, a nonprofit empowering individuals with disabilities, and demonstrate your commitment to social responsibility.
- **Marketing Perks:** Gain logo placement, social media recognition, race-day booth space, and co-branding opportunities.
- **Trusted Tradition:** Align your business with a beloved event that has brought the Kalamazoo community together for over 45 years.

Your sponsorship helps make the Klassic a success while showcasing your dedication to health, community, and positive change. Join us and make a difference!

## Our Reach Includes:

4500+ email distribution

1400+ Combined Social Media Followers

745+ Registered Racers

50+ Volunteers

Return the attached fillable PDF or email [sterranella@mrcindustries.org](mailto:sterranella@mrcindustries.org).

# 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





KALAMAZOO KLASSIC 2025



A COMMUNITY TRADITION



# SPONSORSHIP FORM

## Sign Me Up!

Name \_\_\_\_\_ Phone \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Email \_\_\_\_\_

# PLEASE SELECT YOUR SPONSORSHIP LEVEL

<input type="checkbox"/> Platinum	\$ _____	<input type="checkbox"/> Bronze	\$ _____
<input type="checkbox"/> Gold	\$ _____	<input type="checkbox"/> Copper	\$ _____
<input type="checkbox"/> Silver	\$ _____	<input type="checkbox"/> Friend	\$ _____
		<input type="checkbox"/> Other	\$ _____

# PAYMENT SELECTION

- Invoice Me
- Check (*made payable to MRC Industries*)
- Credit Card

Questions about the Klassic or sponsorships? Contact us at (269)343-0747 ext. 207 or [sterranella@mrcindustries.org](mailto:sterranella@mrcindustries.org).

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Card Type  VISA  MasterCard  American Express  Discover

Mail to:  
 MRC Industries, Inc | Attn. Development Office | 2538 S. 26th St, Kalamazoo, MI 49048

Sponsor Agreement: To secure your sponsorship, final payments must be received by May 30. Due to the nature of sponsorships and the benefits received, sponsorship cancellations are not accepted.

Signature \_\_\_\_\_ Date \_\_\_\_\_