

# Kalamazoo Institute of ARTS FAIR

74<sup>th</sup>  
annual

Kick-off  
to summer  
celebration!

FREE ADMISSION • OPEN TO ALL

Friday, June 6 • 3 p.m. to 8 p.m.      Saturday, June 7 • 9 a.m. to 5 p.m.

## 2025 SPONSORSHIP OPPORTUNITIES

The **74th Annual Kalamazoo Institute of Arts Fair** is a beloved community event, featuring up to 135 juried fine artists, live entertainment, food trucks, family activities, and art-making demonstrations on the first Friday and Saturday in June. Each year the KIA welcomes 15,000+ visitors to Kalamazoo's Bronson Park to celebrate and invest in the arts by providing a platform for fine artists to showcase their creative talents and sell their work. Your support allows the KIA to continue to grow the Arts Fair by inviting more local artists, engaging more community partners, and encouraging more visitors to visit this great city. This year we have expanded our reach to increase opportunities for student artists.

### Fun facts:

- Started in 1951 in Bronson Park as the "Clothesline Art Show" creating an opportunity for artists to show and sell their work
- Kickoff to summer celebration a part of JumpstART Weekend in downtown Kalamazoo along with Kalamazoo Pride, Art on the Mall and the Do-Dah parade
- Up to 135 artists, 12 artistic mediums, and 12 Best in Category Art Prizes
- \$4,500+ awarded in prizes to participating artists

**Presenter** – Serve as a leader in the arts community as the presenting sponsor of the 74th Annual Arts Fair. This sponsorship level includes recognition throughout the year, leading up to the event on June 6-7 and the benefits listed below.

#### Presenter Sponsorship Benefits // \$15,000 (1 available):

- Recognition as Presenter Sponsor on the KIA Arts Fair website
- 20 parking passes (businesses will be hyperlinked), printed promo materials, and social media
- Name/Logo signage throughout Bronson Park, on Arts Fair maps, and Presenter will have an opportunity to give brief remarks during event

**Performer** – Support local and regional performing artists during the 74th Annual Arts Fair. This sponsorship level includes recognition throughout the year, leading up to the event on June 6-7 and the benefits listed below.

#### Performer Sponsorship Benefits // \$10,000 (1 available):

- Recognition on the KIA Arts Fair web page (businesses will be hyperlinked), printed promo materials, and social media
- Name/Logo near stage/entertainment area, on Arts Fair Maps, and will be acknowledged during event remarks
- Opportunity to promote business with 10x10 tent/booth space during the two-day event
- 30 guest passes to the KIA valid through December 2025
- 4 parking passes across from the Arts Fair during the two-day event



Images: Colleen Woolpert

## 2025 SPONSORSHIP OPPORTUNITIES

**Partner** – Youth, Student Artist, Community, and Environment, as a partner you can select your area of passion during the 74th Annual Arts Fair. This sponsorship level includes recognition throughout the year, leading up to the event on June 6-7 and the benefits listed below.

- Partner Sponsorship Benefits // \$6,000 (1 available per category):**
- Recognition on the KIA Arts Fair web page (businesses will be hyperlinked), printed promo materials, and social media
  - Signage in selected sponsored area and on Arts Fair Maps
  - 20 guest passes to the KIA valid through December 2025
  - 3 parking passes across from the Arts Fair during the two-day event

**Youth Partner:** A family-friendly zone offering youth activities in the park and an Art Detective scavenger hunt that will guide guests to experience both the KIA and the park.

**Student Artist Partner:** This year we are introducing a Student Artist category to encourage participants enrolled in art programs through the Kirk Newman Art School Residency Program, Western Michigan University, Kalamazoo College and Kalamazoo Valley Community College to participate in the Arts Fair. Sponsorship will cover the application and booth fee, and a tent rental, valued at \$1,000 per school as well as the Student Artist award.

**Community Partner:** Each year we invite over 20 jurors who provide feedback for participant entry into the Arts Fair. We also host jurors to explore the Arts Fair in June, awarding up to 12 Best in Category Artist Prizes.

**Environmental Partner:** Ensure that the park stays clean and enjoyable for our residents and visitors. This opportunity includes support of the portable restrooms and/or trash and recycling receptacles throughout the park and on-site security, allowing us to keep participants safe during Arts Fair weekend.

**Hospitality** – Your support helps us create a welcoming Arts Fair weekend.

- Hospitality Sponsorship Benefits // \$3,000 (2 available per category)**
- Recognition on the KIA Arts Fair web page, printed promo materials, and social media
  - Signage in selected sponsored area, on Arts Fair Maps, and during event remarks
  - 10 guest passes to the KIA valid through December 2025
  - 2 parking passes across from the ArtsFair during the two-day event

**Welcome Booth:** A centrally located Welcome & Information booth for residents and visitors to learn about all things Arts Fair, the Kalamazoo Institute of Arts and JumpstART weekend.

**Relax Zone:** Help provide a comfortable space for Artists and Volunteers to relax, restore, and hydrate during ArtsFair weekend.

**Food Truck Row:** We welcome a number of high quality food trucks with cuisine ranging from gourmet tacos, award winning barbecue, funnel cakes, coffee and ice cream.

**Friends of the Arts // \$1,000 (unlimited)**  
 Friends of the Arts supports the nuts and bolts of the Arts Fair, those unseen needs that enable the weekend to run smoothly and safely. This sponsorship level helps the KIA facilitate:  
**Wayfinding + Maps:** Physical and digitally accessible maps of the fair are integral to a successful event.  
**Volunteers:** Volunteers are vital to the success of the Arts Fair.  
**Venue:** Use of Bronson Park is permitted through the city of Kalamazoo and requires organization from a number of departments. Street closures and capping meters are important to creating a safe space for all.  
**Parking:** Arts Fair requires a lot of parking for our artists, guests, volunteers, staff and community partners.

- Friends of the Arts Sponsorship Benefits:**
- Recognition on the official KIA Arts Fair web page
  - 4 guest passes to the KIA valid through December 2025
  - 1 parking pass across from the ArtsFair during the two-day event



Image: Colleen Woolpert

To learn more about the KIA Arts Fair or for more information about sponsorship opportunities, please contact:  
 Kathryn Armstrong, Director of Advancement, [kathryna@kiarts.org](mailto:kathryna@kiarts.org)