



Sponsorship Proposal

Goal

Each fall, Kalamazoo Public Library hosts the Great Grown-Up Spelling Bee to benefit the early childhood literacy program, Ready to Read. 100% of net Spelling Bee proceeds are used to buy books for at risk children in Kalamazoo County.

The Event

- Wednesday, November 19, 2014, 6-9 pm, at the Bernhard Cener Ballroom, WMU
- Teams of eight adults — two courageous spellers and six outrageous cheerleaders compete
- Prizes awarded for best spelling, best costumes and most enthusiastic, creative cheering
- Complimentary hors d'oeuvres and cash bar
- Event recorded by Public Media Network TV and broadcast on many subsequent dates

Sponsorship Opportunities

- Sponsor with a donation of any amount. Please see attached sheet for more information.
- Sponsor at the Bronze (\$500) level or higher and you may opt to send a team to participate in the Bee.

For more information, please contact the Ready to Read program coordinator, Mikki Henry, at mikkih@kpl.gov or 553-7885. Visit www.kpl.gov/ready-to-read to learn more. Make checks payable to Kalamazoo Public Library and send to 315 South Rose Street, Kalamazoo, MI 49007.



Benefits of Sponsorship

Gold Level (\$3,000 and higher)

- Logo prominently displayed on spellers' table and in television broadcast credits
- Logo featured in library email newsletters, on the library website, and in the event program
- Listed as major sponsor displayed at event
- Corporate banner displayed at event
- Name placed on Kalamazoo Public Library Wall of Honor

Silver Level (\$1,500 - \$2,999)

- Name listed in library email newsletters, on the library website, and in the event program
- Listed as sponsor in press releases
- Corporate banner displayed at event
- Name placed on Kalamazoo Public Library Wall of Honor

Bronze Level (\$500 - \$1,499)

- Name included in sign at event, event program, and library website
- May opt to send a team to the event

Book Sponsor (\$250 - \$499)

- Name listed in event program, name included in book display at event, and library website

Letter Sponsor (\$100 - \$249)

- Name included in alphabet display at event and on library website

Friends (\$1 - \$99)

- Warm fuzzy feeling, knowing you've helped put books in children's hands!

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the Great Grown-up SPELLING bee



2013 Sponsors

Gold Level



Book Sponsor

Bill & Martha Beverly
Cheryl TenBrink
Johnson Controls
Miller Canefield
Opus Internal Medicine
The Learning Network of Greater Kalamazoo

Silver Level

Bronson Healthcare
Mark and Donna Oudersluys
Mlive Media Group

Letter Sponsor

Ann Rohrbaugh
Bob Brown
Caroline's Porch Book Group
Cheryl TenBrink
Cindy Bewick
Gem Rentals
Jim VanderRoest
Kalsec, Inc
Kevin King
Mike Straubel and Susan Warner
Miller-Davis Company
Nature Connection
Orrin B. Hayes Jeep, Mazda, Mercedes Benz
Securitas Security Services, USA
Theresa and John Crowell
Valerie Wright

Bronze Level

Breakfast Optimist Club
Bronson Rambling Road Pediatrics
DeNooyer Chevrolet & Metro Toyota
Esper Electric
Family Health Center
Friendship Village
Getman Corporation
Howard Printing
John and Linda Dunn
Kalamazoo County Juvenile Home
Kalamazoo Sunrise Rotary
Mary Doud and Marge Kars
Pfizer
Public Media Network
River Run Press
Schupan and Sons, Inc.
Secant Technologies
Special Agent, Jeff Lee, Prudential Preferred Realtors
Suburban Mechanical



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