



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 18, 2015, 6-9 pm, at the Bernhard Center Ballroom, WMU
- Teams of eight adults — two courageous spellers and six outrageous cheerleaders
- Prizes awarded for best spelling, best costumes, most enthusiastic cheer, most creative cheer, and audience favorite.
- 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.

the Great Grown-up SPELLING bee



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, in the event program and slideshow
- Corporate banner displayed at event
- Name placed on Kalamazoo Public Library Wall of Honor
- May opt to send a team to the event
- Listed as sponsor in press releases

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

- Name listed in library email newsletters, on the library website, in the event program and slideshow
- Corporate banner displayed at event
- Name placed on Kalamazoo Public Library Wall of Honor
- May opt to send a team to the event

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 and on 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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2014 Sponsors

Gold Level



Silver Level

MLive Media Group

Bronze Level

Bill Diamond
Bronson Healthcare
Bronson Rambling Road Pediatrics
DeNooyer Chevrolet & Metro Toyota
Dr. Nicholas Andreadis
Esper Electric
Friendship Village
Howard Printing
President John and Linda Dunn
Kalamazoo Sunrise Rotary
Kramer Services
Mary Doud and Marge Kars
Pfizer
Public Media Network
River Run Press
Schupan
Secant Technologies
Special Agent, Jeff Lee, Berkshire Hathaway
Suburban Mechanical
The Breakfast Optimists
The Getman Corp
The Learning Network

Book Sponsor

Miller, Canfield, Paddock, and Stone

Letter Sponsor

Ann Rohrbaugh
The Bagel Beanery
Bella Patina
Bob Brown
Bruce Caple
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Keith & Judith Roe
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Xcellent Caroline's Porch Group



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