2027 SPONSORSHIP OPPORTUNITIES

KALAMAZOO INSTITUTE OF ARTS
100
kiarts.org





June 4 & 5, 2027

FRIDAY 3-8PM • SATURDAY 9AM-5PM

Kalamazoo Institute of ARTS FAIR

Kick-off to summer celebration!

FREE ADMISSION • OPEN TO ALL





The **Kalamazoo Institute of Arts Fair** is a beloved community event, featuring up to 145 **juried fine artists**, live entertainment, food trucks, family activities, and art-making demonstrations on the first Friday and Saturday in June. In 2026 the KIA welcomed **11,000+ 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 experience this great city**.

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 145 artists, 12 artistic mediums, and 12 Juried Best in Category Art Prizes, plus a Student Award and a People's Choice Award
- » $4,500+ awarded in prizes to participating artists

PRESENTER

Serve as a leader in the arts community as the presenting sponsor of the KIA Arts Fair. This sponsorship level includes recognition throughout the year, leading up to the event on June 4-5 and the benefits listed below.

Presenter Sponsorship Benefits // $10,000 (1 available):

- » Recognition as Presenter Sponsor on the Arts Fair web page (businesses will be hyperlinked), printed promo materials, and social media
- » Name/Logo on signage throughout Bronson Park, on Arts Fair Maps, and an opportunity to give brief remarks during event
- » Opportunity to promote business with 10x10 tent/booth space during the two-day event
- » 50 guest passes to the KIA valid through December 2027
- » 6 parking passes in the KIA lot adjacent to the Arts Fair for the duration of the two-day event

PARTNER

Stage, Youth, and Environment. As a partner you can select your area of passion during the KIA Arts Fair. This sponsorship level includes recognition throughout the year and the benefits listed below.

Partner Sponsorship Benefits // $5,000 (1 available per category):

- » Recognition on the KIA Arts Fair web page, 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 2026
- » 2 parking passes across from the Arts Fair



Stage Partner: Support local and regional performing artists on the Bronson Park stage during the Arts Fair.

Youth Partner: Sponsor a family-friendly fun zone offering youth activities in the park and inside the KIA.

Environmental Partner: Ensure that the park stays clean and enjoyable for our residents and visitors.

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 2027
- » 2 Parking passes across from the Arts Fair during the two-day event

Welcome Booth & Relax Zone: A centrally located Welcome Booth for visitors to learn about all things Arts Fair, and a Relax Zone to help artists and volunteers feel comfortable.

Food Truck Row: We welcome a number of high quality food trucks with cuisine everyone can enjoy.



FRIENDS OF THE ARTS

Friends of the Arts support the nuts and bolts of the Arts Fair. This sponsorship level helps the KIA facilitate maps, signage, volunteers, and parking through the two-day event.

Friends of the Arts Sponsorship Benefits // $1,000 (unlimited):

- » Recognition on the official KIA Arts Fair web page
- » 4 guest passes to the KIA valid through December 2027
- » A parking pass across from the Arts Fair during the two-day event

SPONSOR AN ARTIST AWARD!

Returning for 2027 is an opportunity to sponsor an individual artist award! Each year jurors select an artist in their distinct categories, awarding them special recognition during the fair, a ribbon to hang at their booth, and a cash prize. Again this year, we are including a People's Choice Award, allowing visitors to select their favorite as well!

By sponsoring an individual artist award, you not only help make the entire Kalamazoo Institute of Arts Fair possible, but you directly support the achievements of an artist.

Individual Artist Award Sponsorship // $500

Choose to sponsor any of the following artist awards:

- » People's Choice
- » 2-D Mixed Media
- » 3-D Mixed Media
- » Ceramics
- » Drawing/Pastels/Prints
- » Fiber/Leather
- » Glass
- » Jewelry Non-Precious
- » Jewelry Precious
- » Metal/Sculpture
- » Painting
- » Photography/Digital Media
- » Wood
- » Student Artist





Jake Girolami with the photography award sponsors, Jim Rojeski & Susan Carter

Artist Award Sponsorship Benefits:

- » Recognition on the official KIA Arts Fair web page
- » 2 guest passes to the KIA valid through December 2027
- » A parking pass across from the Arts Fair during the two-day event

*To learn more about the **KIA Arts Fair** or for more information about sponsorship opportunities, please contact:*
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