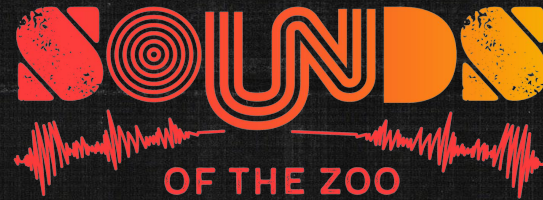




**SOUNDS**  
OF THE ZOO

**CREATING CHANGE THROUGH MUSIC**

**September 23 – September 29, 2024**



**A full week of free music across downtown Kalamazoo.**

<b>Monday 9/23</b>	<b>Tuesday 9/24</b>	<b>Wednesday 9/25</b>	<b>Thursday 9/26</b>	<b>Friday 9/27</b>	<b>Saturday 9/28</b>	<b>Sunday 9/29</b>
The Clover Room	Bell's Brewery	Old Dog Tavern	KNAC	Bronson Park	Bronson Park	Bronson Park
6 – 10 PM	6 – 10 PM	6 – 10 PM	6 – 10 PM	5 - 11 PM	12 – 10 PM	12 – 7:30 PM



## Diversity

Performances spread across various locations in the city, Sounds of the Zoo is set to create a diverse tapestry of sounds.

## Community

Sounds of the Zoo is a groundbreaking free multicultural music festival and symposium that has taken Kalamazoo by storm in 2022. Established with the vision to empower artists, unite industry professionals, and bring together music lovers worldwide, this event is not just a showcase of local, regional and national acts, but a catalyst for community unity through the powerful medium of music.

## Inclusion

We are emphasizing education, growth, inclusivity, diversity, mental health, awareness, and environmental sustainability.





## EDUCATE

### Empower and inform our audience

Offering a series of professional music education courses, presentations/panels, and workshops that will explore a wide variety of music topics designed to empower and inform anyone involved or interested in the music industry.

## INSPIRE

### Create change through music

We believe music can inspire by creating connections that bridge class, gender and cultural divides. Uniting the community by supporting diversity, inclusion, as well as creating awareness towards environmental sustainability and mental health are key values we will give platforms to.

## GROW

### Make Kalamazoo a music destination

Create and sustain economic development and growth for years to come. This will be a fresh, innovative and community driven festival to grow right here in Kalamazoo.



# Sponsorship Benefits

We take our sponsorship agreements very seriously. You make a promise to help fund this festival that will benefit our community. In return, we promise to deliver a unique event that will showcase your company's services, products and values.

## Create an authentic connection for your brand

Music is the number one passion point for people and allows for the audience to connect and perceive brands as more authentic and trustworthy.

## Increase your sales

You'll have unparalleled in-person access to thousands of people, including customized opportunities to speak about your company, showcase products, and operate your own booth, while having your brand and message displayed throughout the festival will all lead to more exposure for your company.

## Elevate Kalamazoo and your company

Tell a whole new audience how much your business or organization cares about residents in our community. Every time they engage with Sounds of the Zoo digitally or through other modes of advertising, as well as the week-of, your brand will be front and center.

# Sponsorship Levels



## VIRTUOSO

Title Sponsor \$25,000+

Billed as 'Sounds of the Zoo, Presented by Your Company' for all Main Stage Shows at Bronson Park

Your Company's Logo will be in all advertising, press releases, all our Social Media platforms and our Website

Signage with Your Logo on the Main Stage

Sponsorship recognition on Main Stage from emcee

Opportunity for onsite booth at Bronson Park

Access to the Hospitality Tent

## CRESCENDO

Sponsor \$15,000

Your Company's Logo will be in all advertising, press releases, all our Social Media platforms and our Website

Signage with Your Logo on the Main Stage

Sponsorship recognition on Main Stage from emcee

Opportunity for onsite booth at Bronson Park

Access to the Hospitality Tent

## HARMONY

Sponsor \$10,000

Your Company's Logo will be in all advertising, press releases, all our Social Media platforms and our Website

Signage with Your Logo on the Main Stage

Sponsorship recognition on Main Stage from emcee

Opportunity for onsite booth at Bronson Park

Access to the Hospitality Tent

## MELODY

(Monday-Thursday)  
\$5,000 per Day

Billed as 'Sounds of the Zoo, Presented by Your Company' for each Weekday Event Sponsored

Your Company's Logo will be in all advertising, press releases, all our Social Media platforms and our Website

Signage with your Logo on the stage of whichever event is sponsored

Sponsorship recognition on Main Stage from emcee

# Not seeing what you're looking for?

Every bit of support counts, big or small. Let's team up to create a customized sponsorship package that fits your needs and goals perfectly.

1

## DIY a Sponsorship

Sponsor a day, a specific event, or just give an amount that's comfortable for you.

We can build a creative and adaptive package designed specifically for your financial commitment and benefit requirements.

2

## Build a Relationship

After you donate, we will be in contact with you to discuss your plans for your gift. Building a relationship with our sponsors based on mutual admiration and respect is very important to us!

3

## Customize Your Commitment

No matter the size, for all donations, we will include your logo in our Social Media and Website advertising.

Every little bit helps to make this a free festival for all!

4

## Donate to Our Non-Profit Sponsor

Sounds of the Zoo is a sponsored project of Fractured Atlas, a Non-Profit Arts Service Organization.

You can also support Sounds of the Zoo with a donation, through [Fractured Atlas](#).

5

## Receive a Tax Deduction

Contributions for sponsorship purposes to Sounds of the Zoo must be made payable to "Fractured Atlas" only and are tax-deductible to the extent permitted by law.

# Sponsorship Form

## Contact Information

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Sponsorship Package (Please check one)

**Virtuoso (\$25,000)**       **Crescendo (\$15,000)**       **Harmony (\$10,000)**       **Monday Event (\$5,000)**

**Tuesday Event (\$5,000)**       **Wednesday Event (\$5,000)**       **Thursday Event (\$5,000)**

CUSTOM AMOUNT \$ \_\_\_\_\_

IN-KIND DONATION Item(s): \_\_\_\_\_ Value: \$ \_\_\_\_\_

NO SPONSORSHIP but I would like to donate \$ \_\_\_\_\_ to Sounds of the Zoo

## Payment Information

My check is enclosed\*       I will pay via credit card through PayPal ([@soundsofthezoo](#)) or Venmo ([@soundsofthezoo](#))

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

\*Please make checks payable to Sounds of the Zoo or Fractured Atlas (to receive a tax deduction)

Complete this form and return to: Sounds of the Zoo – Attn. Jennifer Hudson-Prenkert, 2005 Banbury Rd. Kalamazoo, MI 49001

Email: [soundsofthezoo@gmail.com](mailto:soundsofthezoo@gmail.com), Phone: 269-352-6882













