



## **WHAT:**

PalletPalooza™ 2017 is the second annual recycled pallet creation competition and event benefitting Goodwill Industries of Southwestern Michigan. We are building a year long community culminating in an awards ceremony and marketplace.

## **DATES:**

Registration to enter a recycled pallet project in PalletPalooza™ 2017 is May 22 - June 30, 2017. Entered pallet creations will be on display throughout the greater Kalamazoo area from July 24 -August 9, 2017. PalletPalooza™ Day for the awards ceremony and marketplace is Saturday, August 12, 2017 from 2pm to 6pm.

## **AUDIENCE:**

- Over 350 artists, crafters, makers, do-it-yourselfers and people who appreciate recycling old pallets into something amazing attended the PalletPalooza™ 2016 Awards ceremony and marketplace.
- Over 30 local businesses hosted pallet creations entered into PalletPalooza™ 2016 during the display period widening PalletPalooza's exposure to their customers.
- A reach of over 30,000 online upcyclers and supporters per month through the PalletPalooza™ website and social media which include Facebook, Instagram, Pinterest, Twitter, Blogger, Google+, and LinkedIn.
- PalletPalooza™ was registered and promoted on several Michigan and Kalamazoo area event and artist websites.

## **MEDIA EXPOSURE:**

In 2016, PalletPalooza™ was featured on the CW7 Lori Moore Show, WKFR promotion and DJ Tess's Blog, Adams Outdoor digital billboards throughout the Kalamazoo area during the registration period and during the display period, WWMT news stories and website promotion, MLive, and was covered by several other radio shows and publications including WKZO interviews, and news stories on Z96.5 and WIN 98.5, in the Western Herald, southcountynews.org, Encore Magazine, PalletProfile.com and many more before, during, and after PalletPalooza™ Day. This provided a strong general audience reach over the air and on-line and a targeted reach to crafters and DIY customers. This unique event had a remarkable organic reach attracting sponsors and entries from across the country and even garnering a sponsor from as far away as France.

## **SPONSORSHIP OPPORTUNITIES:**

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. For more information, please contact Susan Rall at Goodwill Industries of Southwestern Michigan.

## **ABOUT GOODWILL INDUSTRIES OF SOUTHWESTERN MICHIGAN:**

For the past 60 years, Goodwill Industries of Southwestern Michigan has been providing employment, education, training, and support services to individuals and families so they can achieve self-sufficiency. Goodwill is a high profile, non-controversial and prestigious nonprofit organization, which offers sponsors highly leveraged opportunities for visibility and promotion.

## **CONTACT:**

Susan Rall, Marketing Coordinator  
(269) 382-0490 ext. 275 or info@palletswmi.com

**[www.palletswmi.com](http://www.palletswmi.com)**



CREATE. BUILD. INSPIRE.

# Sponsorship Commitment Form

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## PalletPalooza™ 2017

Organization \_\_\_\_\_ Contact Name \_\_\_\_\_

Name as it should appear on event material, if different from above \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

PalletPalooza™ commits to providing the Sponsor with the benefits appropriate to the sponsorship level, as indicated on the event sponsorship form. PalletPalooza™ is a fundraiser for Goodwill Industries of SWMI. Goodwill Industries of SWMI is a 501(c)(3) nonprofit. Donations are tax deductible to the extent allowed by law.

Please select sponsorship level:

- Premier Sponsor** The premier marketing position for PalletPalooza™! **(\$5,000)**
- Signature Sponsor** Showcase your support for recycling and the arts! **(\$3,000)**
- Lead Sponsor** Raise Your visibility! **(\$2,000)**
- Contributor** Make a positive statement! **(\$1,000)**
- Supporter** Reach a creative community in Southwest Michigan! **(\$500)**
- Exhibitor Booth** Be part of the PalletPalooza™ Day Marketplace! **(\$150)**
- Donation: \$\_\_\_\_\_** Support Goodwill Industries of SWMI

Method of payment:

- Check
- Visa # \_\_\_\_\_
- MC # \_\_\_\_\_
- Exp. Date \_\_\_\_\_
- Total Amount \$ \_\_\_\_\_
- Signature/Date \_\_\_\_\_

(Please make checks payable to Goodwill Industries of SWMI)

Respond today to take advantage of full sponsor benefits.

Fax completed commitment form to (269) 382-9923 (confidential fax line) or mail to:

Goodwill Industries of Southwestern Michigan  
Attn: Susan Rall  
420 E Alcott Street  
Kalamazoo, MI 49001

Contact us at [info@palletswmi.com](mailto:info@palletswmi.com) or (269) 382-0490 ext. 275

[www.PalletSWMI.com](http://www.PalletSWMI.com)



**CREATE. BUILD. INSPIRE.**

Our sponsorship opportunities are designed to help you meet your marketing objectives. Each package includes customization support from our sponsorship staff.

All Sponsorship levels include the **PalletPalooza™ Marketing Package:**

- Company logo on PalletPalooza™ T-Shirts and other marketing materials
- Hyperlinked company logo or name recognition on event website
- Invitations to sponsor-only network reception event
- Personalized sponsorship acknowledgement suitable for display at your company
- Social Media connections
- Customized educational opportunity for your employees

### **Premier Sponsor \ \ Starting at \$5,000 - Marketing Package +**

Become our presenting sponsor and receive exclusive marketing benefits for your company. This is a fully customized opportunity and guarantees industry exclusivity.

### **Signature Sponsor \ \ Starting at \$3,000 - Marketing Package +**

- Recognition as major sponsor in all press releases, newsletter articles and electronic communications.
- Logo on Venue Maps
- Display Table at PalletPalooza™ awards ceremony and marketplace on August 12, 2017
- PalletPalooza™ Official Sponsor Window Cling
- Choice of Maker pallet creations to host at your site
- 4 PalletPalooza™ 2017 T-Shirts
- Customized day of service opportunity for your employees

### **Lead Sponsor \ \ Starting at \$2,000 - Marketing Package +**

- Display Table at PalletPalooza™ awards ceremony and marketplace on August 12, 2017
- PalletPalooza™ Official Sponsor Window Cling
- Choice of Maker pallet creations to host at your site
- 4 PalletPalooza™ 2017 T-Shirts

### **Contributor Sponsor \ \ Starting at \$1,000 - Marketing Package +**

- Display Table at PalletPalooza™ awards ceremony and marketplace on August 12, 2017
- PalletPalooza™ Official Sponsor Window Cling
- 4 PalletPalooza™ 2017 T-Shirts

### **Supporter Sponsor \ \ Starting at \$500 - Marketing Package +**

- PalletPalooza™ Official Sponsor Window Cling
- 4 PalletPalooza™ 2017 T-Shirts

### **Exhibitor \ \ \$150**

10 x 10 Booth Space at PalletPalooza™ Day Awards Ceremony and Marketplace

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