

CALAPALOOZA SPONSORSHIP 2024



FUNDING THE GAPS FOR OUR STUDENTS

Since 1998, the Caledonia Education Foundation (CEF) has built community partnerships in order to fund additional academic resources and enrichment opportunities above and beyond what the school budget can provide. As a 501 (c)(3) nonprofit, tax-exempt organization, CEF raises its own support in order to fund grant requests averaging over \$50K annually and award over \$20K in senior scholarships. Since inception, CEF has gifted over \$600,000 in grants. Successful Calapalooza events ensure that CEF can continue to potentially affect all students in every school and grade level from PreK to 12th grade.



**\$60,000 WAS RAISED IN 2023!
HELP US EXCEED THAT AMOUNT THIS YEAR!**



SPONSORSHIP PACKAGES

LEVEL

BENEFITS

CEF FRIEND - \$500

Logo on sponsor website
Logo on event screen
Recognition in district-wide email

BRONZE - \$1000

All benefits of CEF Friend level
1 social media post
2 PSA mentions at event

SILVER - \$2500
14 AVAILABLE

All benefits of Bronze level
3 social media posts
10 X 10 booth area
3 PSA mentions at event
Logo on big screen behind Gameday stage

GOLD - \$5000
3 AVAILABLE

All benefits of Silver level
5 social media posts
5 mentions at event from stage
2 VIP parking spots
4 complimentary food vouchers
Guest Appearance/Interview on Gameday stage

GAMEDAY PARTNER
\$10,000
1 AVAILABLE

All benefits of Gold level
8 complimentary food vouchers
Gameday naming rights
Logo on "presented by" area of official Gameday logo
Name/logo on all Gameday event marketing & signage

CALAPALOOZA 2024

~ music ~ parade ~ games ~ food trucks ~ pep rally ~ booths ~ broadcast ~
homecoming ~ honored alumni ~ marching band ~ football

FRIDAY, SEPTEMBER 27, 2024

3:00 PM TO 7:00 PM

CHS RALPH E. MEYERS MEMORIAL STADIUM

SOUTH PARKING LOT

330 JOHNSON STREET SE

SPONSORSHIP INQUIRIES:

JESSICA HUIZEN



616-633-8723



sponsor@caledoniacef.org



CALAPALOOZA is one of Caledonia's most anticipated events bringing together families to celebrate our homecoming and community while raising funds to further the opportunities for our students.



CALEDONIA
EDUCATION FOUNDATION