

# 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 WEBSTER – HUIZEN**



616-633-8723



[sponsorship@caledoniacef.org](mailto:sponsorship@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