



SOUNDS
OF THE ZOO

CREATING CHANGE THROUGH MUSIC

September 25 – October 1, 2023

Rotary Stage



Music.

Community.

Education.

Growth.

Inclusivity + Diversity.

Mental Health Awareness.

Environmental Sustainability.





A diverse mix of local,
regional and national
musical acts

Sounds of the Zoo is a **free week-long multicultural music festival and symposium** that seeks to empower and unite artists, industry professionals, and music lovers from around the world.

This event, established in 2022, will showcase local, regional, and national live music performances to be showcased at a variety of locations throughout the city of Kalamazoo.

Uniting the
community through
the power of music





A full week of free music across downtown Kalamazoo.

Monday 9/25	Tuesday 9/26	Wednesday 9/27	Thursday 9/28	Friday 9/29	Saturday 9/30	Sunday 10/1
Bell's Brewery	Jerico Kalamazoo	Old Dog Tavern	KNAC	Bronson Park	Bronson Park	Bronson Park
6 – 10 PM	6 – 10 PM	6 – 10 PM	6 – 10 PM	5:30 – 11:30 PM	12 – 10 PM	12 – 7:30 PM



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?

We appreciate all help, no matter how big or small. We can work with you to build a custom sponsorship package.

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 makes 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, **Phone:** 269-352-6882



ADDRESS Sounds of the Zoo, ATTN: Jennifer Hudson-Prenkert
2005 Banbury Rd. Kalamazoo, MI 49001

EMAIL soundsofthetoo@gmail.com

PHONE 269-352-6882

WEBSITE soundsofthetoo.com



JENNIFER HUDSON-PRENKERT

Founder | Executive Director

All photos by Chelsea Whitaker Photography
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