



SPONSORSHIP OPPORTUNITIES

2026

ABOUT MRC

MRC's mission is to champion the potential of individuals with disabilities and mental illness by promoting equity, inspiring independence, and creating inclusive pathways to thrive within the community.

MRC's service philosophy is that every person is unique, valuable, and entitled to be treated with respect and dignity. Person-centered programs and services focus on individual needs, desires, strengths, and abilities-supporting people to become independent at home, at work, and in the community.

In all programs and services, MRC's highly trained staff members have made a career choice to work with people with disabilities. They are skilled, committed individuals who enjoy having caring and respectful personal relationships with the people they serve.

How do we fulfill our mission?

- Serve over 700 clients annually
- Offer Workforce Development & Employment services, Community Living Supports, and Case Management services
- Serve an average of 430 clients in our BridgeWays Case Management program
- Serve nearly 180 clients through Community Employment
- Cultivate community partnerships with nonprofit organizations to advance both organizational missions

Our Reach Includes:

- 5,000+ email distribution
- 3,000+ combined social media followers

Unique to Kalamazoo Klassic:

- 750+ Registered Racers
- 50+ Volunteers

Unique to Tacos & Tequila Crawl:

- Afterparty entertainment sponsorship opportunity
- Highly visible location Downtown Kalamazoo



2026 EVENTS

KALAMAZOO KLASSIC 2026



A COMMUNITY TRADITION

Date

Saturday, June 20, 2026

Location

Maple Street Magnet School
922 W. Maple Street

Audience

- Not just runners
- Young adults
- Skewed female
- 27% from out of town

2025 Data

- 774 attendees
- 34 sponsors



Date

Saturday, Sept 12, 2026

Location

Downtown Kalamazoo

Audience

*New event, does not yet
have audience data.*

2025 Data

- 65 attendees
- 5 sponsors

KALAMAZOO KLASSIC 2026



A COMMUNITY TRADITION

The Kalamazoo Klassic is more than just a race—it's a celebration of community, fitness, and purpose! This beloved event blends fun, challenge, and heart—because every step supports a great cause. In partnership with Kalamazoo Area Runners (KAR), the Kalamazoo Klassic serves as a vital source of funding for MRC programs and initiatives. With great energy, friendly faces, and plenty of post-race cheer, the Kalamazoo Klassic is the perfect way to move for a mission and make every mile matter.



**5K and 10K
courses**



**5K walk
option**



**raise
awareness**



**empower people
with disabilities**



KALAMAZOO KLASSIC SPONSORSHIP OPPORTUNITIES

Transforming Sponsor \$5,000

- All “Empowering” Benefits, plus:
- Prominent placement of your logo on event t-shirts distributed to participants
- Logo on digital event billboards throughout the Kalamazoo area from May through early June
- On-site banner provided by MRC
- Speaking opportunity during race
- 7 (total) complimentary race entries

Empowering Sponsor \$3,500

- All “Advocate” Benefits, plus:
- On-site banner provided by MRC
- 5 (total) complimentary race entries

Advocate Sponsor \$2,000

- All “Celebrating” Benefits, plus:
- Sponsor spotlight in our quarterly e-newsletter (1st issue after the race) distributed to 5,000+ individuals
- 3 (total) complimentary race entries

Celebrating Sponsor \$1,000

- All “Community” Benefits, plus:
- Recognition in our quarterly e-newsletter (1st issue after the race) distributed to 5,000+ individuals

Community Sponsor \$500

- Logo on event t-shirts distributed to participants
- Your logo/link to your website and recognition on MRC and Kalamazoo Klassic Facebook pages (3,000+ followers combined)
- Name announced during start and finish line announcements

Friend \$250

- Logo on event t-shirts distributed to participants
- Recognition on MRC & Kalamazoo Klassic Facebook/Instagram stories

Media Sponsor \$2,000

- Logo on digital event billboards throughout the Kalamazoo area
- Name announced in radio advertisements

Single Sponsorship Opportunities

First come, first served. Available for only one sponsor per level.

Medal Sponsor \$3,500

- All “Advocate” Benefits
- Logo on ribbons of the 5k and 10k finisher medals

Photo Sponsor \$2,000

- All “Advocate” Benefits
- Logo displayed on digital pictures emailed to all participants, shared on the Kalamazoo Klassic website, and available for purchase

Bib Sponsor \$1,500

- All “Advocate” Benefits
- Logo on all race bibs

Volunteer Sponsor \$1,500

- Recognition and logo as volunteer sponsor on the back of all volunteer shirts
- 5 complimentary race entries

Pace Car Sponsor \$1,000































- All “Community” Benefits
- Name present on car leading off race

Recharge Station Sponsor \$1,500

- All “Community” Benefits
- Name & logo on banner across food & drink tents (banner & tents provided by MRC)
- 5 complimentary race entries

Want to develop your own package?
Email marcomm@mrcindustries.org

SPONSOR BENEFITS

BENEFITS	FRIEND \$250	COMMUNITY \$500	CELEBRATING \$1,000	ADVOCATE \$2,500	EMPOWERING \$3,500	TRANSFORMING \$5,000
Logo on event t-shirts						
Name announced at start and finish line						
Your logo and link to your website and recognition on MRC social media						
Recognition in our e-newsletter (distributed to over 5,000 individuals)						
Complimentary race entries						
Sponsor spotlight in our quarterly e-newsletter (1 st issue after the race)						
On-site banner provided by MRC						
Logo on digital event billboards throughout the Kalamazoo area						
Speaking opportunity during race						

TACOS & TEQUILA CRAWL



Get ready to salsa through the streets of downtown Kalamazoo with the bold and festive spirit of the Tacos & Tequila Crawl. Tickets unlock five mouth-watering tacos from local favorites, a signature tequila drink (21+ only), plus exclusive swag and a live-DJ after-party at Bates Alley. But it's not just about good eats and tequila shots—it's also a celebration with purpose, as it supports employment and community involvement for adults with disabilities. Whether you're dancing, noshing, or mingling, this crawl brings flavor, fun, and heart in one delicious package.



**5 delicioso
tacos**



**signature
tequila drinks**



**live DJ
after-party**



**empower people
with disabilities**



TACOS & TEQUILA CRAWL

SPONSORSHIP OPPORTUNITIES

Taco Grande Sponsor \$3,000

- Exclusive “presented by” naming of the Tacos & Tequila Crawl
- Logo and link on tacosandtequilacrawl.org
- Featured video spotlights on TTC and MRC socials including signature drink and signature taco vignettes
- Audio and/or logo inclusion in all advertising campaigns spanning a minimum of 3 months including: social media ads, radio ads, email blasts
- Inclusion in organic social media posts on MRC and Tacos & Tequila Crawl FB/IG
- Inclusion on a minimum of 50 @11x17 posters
- Inclusion on banners at Bates Alley after party
- Inclusion on signage at all participating restaurants
- 4 complimentary tickets
- Opportunity to hang banners at Bates Alley after party
- Opportunity to have a table at Bates Alley after party
- DJ mentions at Bates Alley after party
- Opportunity to speak at Bates Alley after party

Margaritaville Sponsor \$2,000

- Logo and link on tacosandtequilacrawl.org listed as the “Margaritaville” drink sponsor
- Featured in video spotlights for signature drinks on TTC and MRC socials
- Inclusion in all advertising campaigns spanning a minimum of 3 months including: social media ads, radio ads, email blasts
- Inclusion in organic social media posts on MRC and Tacos & Tequila Crawl FB/IG
- Inclusion on a minimum of 50 @11x17 posters
- Inclusion on signage at all participating restaurants
- 2 complimentary tickets
- Opportunity to hang banners at Bates Alley after party
- Opportunity to have a table at Bates Alley after party
- DJ mentions at Bates Alley after party
- Opportunity to speak at Bates Alley after party

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Fiesta Entertainment Sponsor \$1,000

- Logo and link on tacosandtequilacrawl.org listed as the “Fiesta” [entertainment sponsor](#)
- Inclusion in all advertising campaigns spanning a minimum of 3 months including: social media ads, radio ads, email blasts
- Inclusion in organic social media posts on MRC and Tacos & Tequila Crawl FB/IG
- Inclusion on a minimum of 50 @11x17 posters
- Inclusion on banners at Bates Alley after party
- Inclusion on signage at all participating restaurants
- 2 tickets to Tacos & Tequila Crawl event
- Opportunity to hang banners at Bates Alley after party
- Opportunity to have a table at Bates Alley after party
- DJ mentions at Bates Alley after party
- Opportunity to speak at Bates Alley after party

Chile Pepper Sponsor \$1,000

- Logo and link on tacosandtequilacrawl.org listed as the “Chile Pepper” sponsor
- Inclusion in all advertising campaigns spanning a minimum of 3 months including: social media ads, radio ads, email blasts
- Inclusion in organic social media posts on MRC and Tacos & Tequila Crawl FB/IG
- Inclusion on a minimum of 50 @11x17 posters
- Inclusion on signage at Bates Alley after party
- Inclusion on signage at all participating restaurants
- 2 complimentary tickets
- Opportunity to hang banners at Bates Alley after party
- Opportunity to have a table at Bates Alley after party
- DJ mentions at Bates Alley after party
- Opportunity to speak at Bates Alley after party

Street Taco Sponsor \$500

- Logo and link on tacosandtequilacrawl.org
- Inclusion in organic social media posts on MRC and Tacos & Tequila Crawl FB/IG
- Inclusion on a minimum of 50 @11x17 posters
- Inclusion on signage at Bates Alley after party
- Inclusion on signage at all participating restaurants
- Opportunity to hang banners at Bates Alley after party
- Opportunity to have a table at Bates Alley after party
- DJ mentions at Bates Alley after party

SPONSOR BENEFITS

BENEFITS

STREET TACO
\$500

CHILI PEPPER
\$1,000

FIESTA
\$1,000

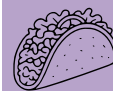
MARGARITAVILLE
\$2,000

TACO GRANDE
\$3,000

Your logo and link to your website and recognition on MRC Facebook pages



Logo inclusion on signage & DJ mentions at after party



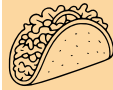
Logo inclusion on 11x17 posters



Opportunity to hang banners and have a table at after party



Opportunity to speak at after party



Complementary taco tickets



Audio/logo inclusion in all advertising campaigns for 3 months



Featured in video spotlights on FB/IG



Inclusion on banners at after party



2026 SPONSORSHIP AGREEMENT

Thank you for your generous support! To secure your sponsorship, final payments must be received by May 30. Due to the nature of sponsorships and the benefits received, sponsorship cancellations are not accepted. Please contact us with any questions.

Name: _____ Phone: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

SELECT SPONSOR LEVEL

If you would like to sponsor both events, please circle a sponsorship level for each.

Kalamazoo Klassic

TRANSFORMING \$5,000	EMPOWERING \$3,500	ADVOCATE \$2,500
CELEBRATING \$1,000	COMMUNITY \$500	FRIEND \$250

Tacos & Tequila Crawl

TACO GRANDE \$3,000	MARGARITAVILLE \$2,000	
FIESTA \$1,000	CHILI PEPPER \$1,000	STREET TACO \$500

Total Sponsorship Amount: \$ _____ **Sponsor Level:** _____

All sponsorships of \$1,000 or more: Take 10% off your total contribution by sponsoring both the Kalamazoo Klassic and the Tacos & Tequila Crawl!

PAYMENT SELECTION

Please check one option.

Check Enclosed: _____ Invoice Me: _____ Credit Card : _____
(we'll call you for details)

Mail checks to:

MRC Industries, Inc. | Attn. Development Office | 2538 S. 26th St, Kalamazoo, MI 49048

Signature: _____ Date: _____