

15
YEARS!



Kalamazoo
SCRABBLE
FEST



An epic FUNdraiser for adult literacy

2026
Sponsorship Packet



kalamazooliteracycouncil

“ Literacy opens doors
that no other key can.”



Everyone needs to read to excel at work, keep their families healthy, and teach their kids. But in Kalamazoo County, 25,000 people - 1 in 8 adults - struggle to read, which means they struggle to apply for jobs, manage their health, or help their children learn. For more than 50 years, the Kalamazoo Literacy Council has provided FREE basic literacy services that empower adults to become more confident and capable parents, employees, and community members.

Kalamazoo SCRABBLE® Fest is the city's only SCRABBLE® tournament and the KLC's largest fundraiser. It brings together 100+ players for an exciting day of gaming to drive awareness for the cause of adult literacy, and raise funds that benefit learners across the region.

Kalamazoo SCRABBLE® Fest is a blast to attend and a pleasure to support. Sponsorship positively impacts adult learners, their families, and the volunteers that support them. Your support will produce an amazing event that helps us achieve a fully literate community!



Saturday, August 8, 2026



12:00 p.m. – 3:30 p.m.



Radisson Plaza Hotel

100 W. Michigan Ave.
Kalamazoo, 49007

BENEFITS & IMPACT

Kalamazoo SCRABBLE[®] Fest is more than a fun day of wordplay—it's community support turned into real impact. Investing locally through sponsorship aligns your brand with outcomes that matter.

- \$50 = materials & workbooks for one tutor/learner match
- \$100 = magazine subscriptions for 10 learners
- \$250 = training for one volunteer to begin service
- \$500 = scholarships for professional development for tutors
- \$1,000 = annual costs of materials, assessments, & instruction
- \$2,500 = supplies for a Community Literacy Center
- \$5,000 = a year of online and in-person tutoring for 50 learners

MISSION

The KLC is a volunteer-led 501(c)(3) nonprofit agency that provides free quality literacy programs for adults who struggle to read, through services designed to strengthen reading, writing, spelling, & comprehension skills.

VISION

Empowering adults to reach their full potential.



SPONSORSHIP PACKAGES

All tiers include slideshow, newsletter, website, & tshirt recognition. Additional benefits are below:



1. TOURNAMENT SPONSOR

Contribution: \$5,000

- Deliver welcome remarks to players
- Add giveaways to goodie bags and display corporate banner
- Named as Tournament Sponsor
- Prominent logo placement on promotional materials
- Thanked in media activity
- Full page ad in program
- **4-person team**

2. PRESENTING SPONSOR

Contribution: \$2,500

- Named as Cage Match Sponsor
- Display banner at event
- Logo placement on promotional materials
- Thanked in media activity
- Full page ad in program
- **4-person team**

3. ROUND SPONSOR

Contribution: \$1,000

- Named as Scrabble Club Sponsor
- Logo placement on promotional materials
- Thanked in media activity
- Full page ad in program
- **4-person team**

4. BINGO! 7-LETTER SPONSOR

Contribution: \$500

- Thanked in media activity
- ½ page ad in program

5. TRIPLE WORD SPONSOR

Contribution: \$250

- Thanked in media activity
- ¼ page ad in program

6. DOUBLE WORD SPONSOR

Contribution: \$100

- Thanked in media activity

7. LETTER SPONSOR

Contribution: \$50

- Thanked in media activity

Sponsorship form



SPONSORSHIP FORM

Please submit by June 1.

BUSINESS NAME: _____

Contact: _____

Address: _____

City/ZIP: _____

Email: _____



SPONSORSHIP LEVEL:

- Tournament* - \$5,000
- Presenting* - \$2,500
- Round* - \$1,000

- Bingo! 7-Letter - \$500
- Triple Letter - \$250
- Double Letter - \$100
- Letter - \$50

PAYMENT:

- Please invoice us
- Enclosed is a check payable to:
Kalamazoo Literacy Council
420 E. Alcott St.
Kalamazoo, MI 49001

*Please complete the Team Registration form on page 5.

IN-KIND DONATIONS

Please arrange for pick up or delivery by July 27.

The KLC welcomes donations for prize baskets. Players love items or gift cards from local businesses that carry their favorites or spark new interests. In-kind sponsors are graciously acknowledged. Thank you!

BUSINESS NAME _____

Contact: _____

Address: _____

Email: _____

Description: _____



TEAM REGISTRATION

Contribution: \$200 (unless included in sponsorship package).

We invite organizations to sponsor a 4-person team to play on their behalf. Participating in Kalamazoo SCRABBLE® Fest is a fun, easy way to build camaraderie while helping adult learners in our community. Teams choose a name, get t-shirts, receive a special shout-out, and may even bring back a trophy!



BUSINESS NAME: _____

Contact name: _____

Address: _____

City/ZIP: _____

Email: _____



TEAM NAME: _____

Player 1: _____

Email/shirt size: _____ S M L XL 2X 3X

Player 2: _____

Email/shirt size: _____ S M L XL 2X 3X

Player 3: _____

Email/shirt size: _____ S M L XL 2X 3X

Player 4: _____

Email/shirt size: _____ S M L XL 2X 3X

PAYMENT:

- Please invoice \$200
- Enclosed is a check payable to:
Kalamazoo Literacy Council
420 E. Alcott St., Kalamazoo, MI 49001

CONTACT US

We'd love to hear from you! Contact us to secure your commitment, ask a question, or arrange a meeting. Thank you for the consideration.

Kito Jumanne-Marshall
Marketing & Development Manager



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kalamazooliteracy.org/scrabblefest



15 YEARS OF PLAYING WITH PURPOSE!

