

# KELLOGG ARENA



## 2017-2018 Partnership Book







# welcome to

The arena offers something for everyone! Consisting of over 30,000 square feet, the Kellogg Arena proves to be flexible space and able to accommodate a variety of events. Events include sports, concerts, trade shows, meetings and more. The combination of small town hospitality, mixed with big city capabilities, provides the opportunity for events the whole family can enjoy.



# cereal city

## mission statement

To attract a variety of events which contribute to the community's positive economic impact and quality of life.

## about kellogg arena

Kellogg Arena was built in 1982 in the heart of Downtown Battle Creek as a part of the McCamly Plaza. The arena is owned by the city of Battle Creek and Operated by the non-profit, Cereal City Development. In 2015, Kellogg Arena took over a refurbished Festival Market Square and continues to offer full services for all of your event needs.



# KELLOGG ARENA

2016-2017

# event year

**94** event days  
**over 90,000**  
people attended  
**events**

KELLOGG ARENA  
1 McCamly Square  
Battle Creek, Michigan 49017  
Office: 269.963.4800  
Box Office: 269.965.3308  
Fax: 269.965.3308  
BattleCreekLive.com

- CHRIS JANSON W/DAVISSON BROTHERS BAND
- NUWAY YOUTH WRESTLING NATIONALS
- WINTER CLASSIC TRAMPOLINE & TUMBLING
- GREAT LAKES REGION GYMNASTICS CHAMPIONSHIPS
- THE ACCIDENTALS IN CONCERT
- BATTLE CREEK CARIBBEAN FESTIVAL





# KELLOGG ARENA

## sponsorship opportunities

Becoming one of Kellogg Arena's Corporate Sponsors is a great way to support the arena while providing your brand positive public relations and a boost in business. Our goal is to help build your brand's visibility from something as small as a doormat to larger opportunities such as the Box Office sponsorship.

The available sponsorships available include but are not limited to the following: Box Office, Door Wraps including decals on the southwest and northwest entrances, staff uniforms, guest relations booth, arena signage, concourse signage, marquee, monitors, website, entry mats, and summer programming including Post Band, Vibe@5, etc. If you are interested in any of the aforementioned opportunities, please call the office at 269.963.4800.



**KELLOGG ARENA**  
1 McCamly Square  
Battle Creek, Michigan 49017  
Office: 269.963.4800  
Box Office: 269.965.3308  
Fax: 269.965.3308  
BattleCreekLive.com

- BOX OFFICE \$10,000
- SUMMER PROGRAMMING \$6,000
- MARQUEE \$7,500
- DOOR WRAPS \$5,000
- STAFF \$5,000
- GUEST RELATIONS BOOTH \$4,000
- ARENA SIGNAGE \$1,500 & \$2,500
- CONCOURSE SIGNAGE \$1,000
- MONITORS \$1,000
- WEBSITE \$1,000
- ENTRY MATS \$500 + COST





KELLOGG ARENA

# 2018 battle creek summer programming



## Backyard Burger & Brewsfest

Quickly becoming Downtown's signature event, Backyard Burgers and Brewsfest will once again feature a burger cook off, craft beers, and lively entertainment on August 25.



## Cereal Festival

Battle Creek's signature event for over 60 years. Featuring the Grand Cereal Parade and the World's Longest Breakfast Table.



## partnership opportunities

**SOLD**

### Presenting

- Battle Creek's Summer presented by YOUR COMPANY
- Prominent logo on all advertising
- Including mobile billboard truck
- Battle Creek Shopper
- Posters, Programs, Facebook, Banners in FMS, Radio Ads, etc.
- Opportunity to table at each event

**\$6,000**

### Partner

- Logo on all advertising
- Including mobile billboard truck
- Battle Creek Shopper
- Posters, Programs, Facebook, Banners in FMS, Radio Ads, etc.

**Only 4 available**

**\$1,500**

### Festival Market Music

- Logo on banners in Festival Market Square from May through October

**Limited to 10 spots**

**\$300**



### Post Band

The Post Band began in 1923 as a way for the Post cereal company to entertain its employees. Now in its 94th season, the Post Band performs six times a year on Thursdays in June and July in Festival Market Square.



### Vibe @5

The Vibe @5 summer concert series offers free shows in Friendship Park. Beginning at 5:00PM on Fridays during July and August, the series showcases local and regional acts.



### Festival Market Music

Live musical acts add to the atmosphere during the Battle Creek Farmers Market in Festival Market Square on Wednesdays and Saturdays from the beginning of May through the end of October.



### Battle Creek Caribbean Festival

New for 2017! Experience authentic island food, crafts, and music in Festival Market Square on July 22.



[BattleCreekLive.com](http://BattleCreekLive.com)

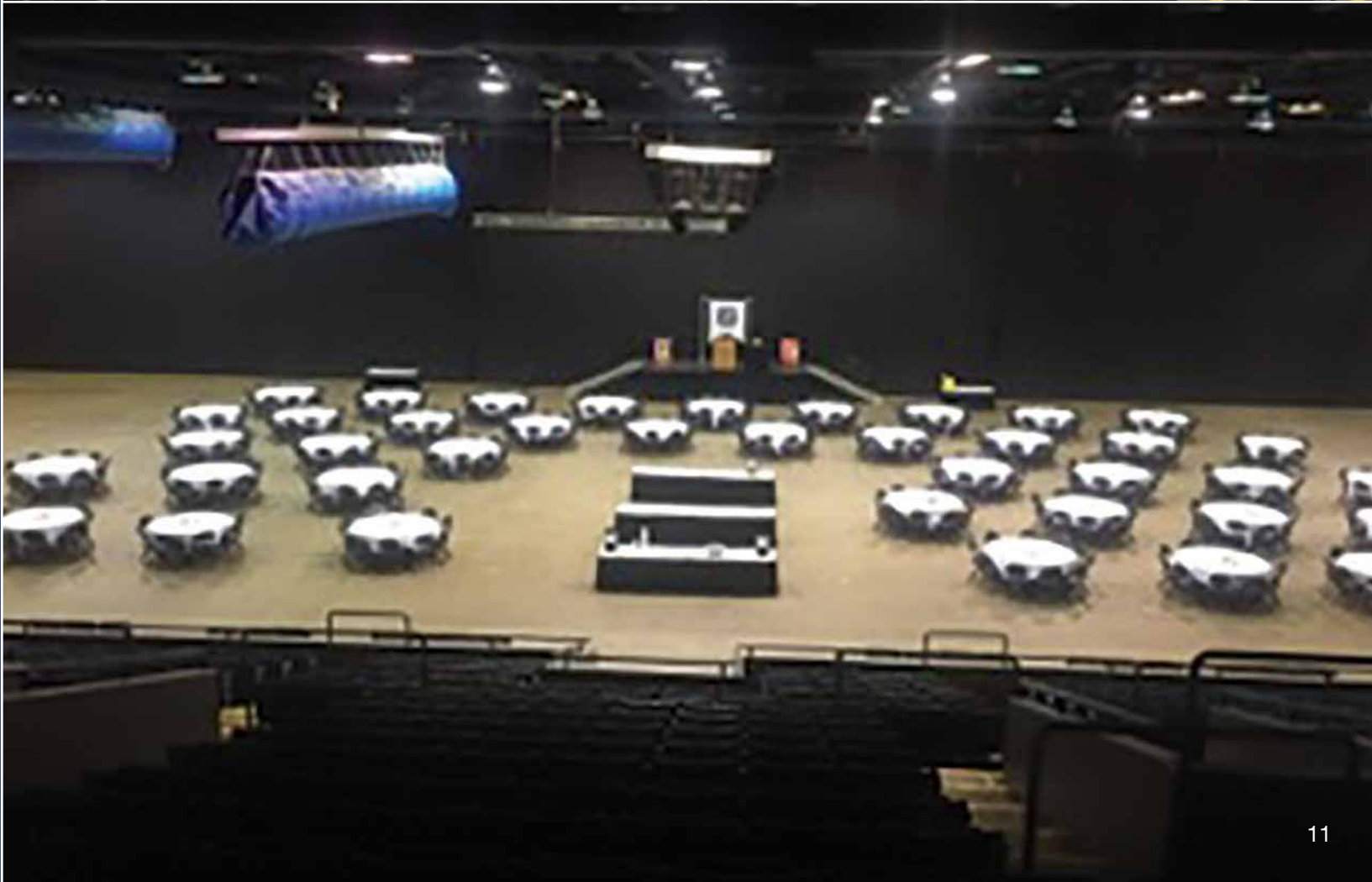
OVER 6,000 ESTIMATED ATTENDEES IN 2017

**join us for this great summer opportunity!**





# KELLOGG ARENA



## 2017-2018 event year

The 2017-2018 event year will be an exciting time as Battle Creek Live will become the sole proprietor of the National Cereal Festival. We look forward to growing our partnership as we expand Downtown Battle Creek's activities.

# KELLOGG ARENA

**KELLOGG ARENA**  
**1 McCamly Square**  
**Battle Creek, Michigan 49017**  
**Office: 269.963.4800**  
**Box Office: 269.965.3308**  
**Fax: 269.965.3308**  
**BattleCreekLive.com**

