



**Join us for the 5<sup>th</sup> Annual Kalamazoo Wraps  
National Children's Mental Health Awareness Day Carnival  
Thursday, May 6, 2010  
Kalamazoo County Fairgrounds (Hazel Gray Building)  
4:00 pm to 7:00 pm**

Each year the Kalamazoo Wraps National Children's Mental Health Awareness Day Carnival is bigger and better. **Over 1,200 were in attendance last year!**

**As in years past, this year's event will focus on education regarding children's mental health issues and awareness of the services available for youth and their families, within our system of care. This event also serves to reduce the stigma of receiving mental health services and having mental illness.**

**In addition, we will also focus on:** *the positive effects/results of youth who receive the mental health and substance abuse services they need, thereby increasing graduation rates and decreasing their involvement with the juvenile justice system.*

The carnival also provides a rare opportunity for parents, youth, families, service providers, community members, and business owners, to spend time together in a relaxed and comfortable atmosphere, promoting better communication, while building relationships and trust within our system of care.

**The event is open to the public and is entirely FREE:** Attendance, Food, Games, Prizes and Entertainment. We serve hotdogs, cotton candy and popcorn. A clown, who makes animal shapes, hats and jewelry out of balloons, walks around throughout the event, delighting everyone... KIDS LOVE THE BALLOON MAN. There are "bouncy castles", professional face painters, and "experiential" games, organized by the KCMHSAS Adventure Group staff, on the lawn. In addition, each organization that participates has a game, or some fun activity, at their booth. Each year we have live music and dancing, and "entertainment with a purpose" activities like instrument petting zoos.

**Although the carnival is free to attend, it is costly to host.** Rental of the facilities and lawn at the fairgrounds, the bouncy castles, tents, picnic tables, in addition to the cost of the food, games, prizes, activities and entertainment is only possible through the support and co-sponsorship of our community's finest agencies and businesses who serve youth and families.

- **Many will help to support the carnival by hosting a booth of information about their services at the event. There is a \$50.00 booth fee.** Please submit completed registration form.
- **Many will help to co-sponsor the event by making donations of funds for specific items. Please see the following page for levels of sponsorship and the details of how your organization can be recognition.** Please contact Renée Huff at 269-553-8123 for more information.

## Gold Level Sponsorship \$501-\$750

- Sponsorship Recognized in “Thank You” section of event’s printed programs
- Primary name recognition/logo on all posters, flyers, newsletters, mailers
- Media opportunity through mentions in media releases, interviews, etc.
- ½ page ad in Kalamazoo Wraps Newsletter and on Kalamazoo Wraps Website
- Vendor booth fee waived
- Ability to hang corporate banner at the event

## Silver Level Sponsorship \$251-\$500

- Sponsorship Recognized in “Thank You” section of event’s printed programs
- Secondary name recognition/logo on all posters, flyers, newsletters, mailers
- Media opportunity through mentions in media releases, interviews, etc.
- ¼ page ad in Kalamazoo Wraps Newsletter and on Kalamazoo Wraps Website

## Bronze Level Sponsorship \$101-\$250

- Sponsorship Recognized in “Thank You” section of event’s printed programs
- Name recognition/logo on all posters, flyers, newsletters, mailers
- Sponsorship noted in Kalamazoo Wraps Newsletter and on Kalamazoo Wraps Website

## In-Kind Sponsorship (donations of food, prizes, or other needed items)

- Sponsorship Recognized in “Thank You” section of event’s printed programs
- Sponsorship noted in Kalamazoo Wraps Newsletter and on Kalamazoo Wraps Website

## Booth Sponsorship \$50

- Sponsorship Recognized in “Thank You” section of event’s printed programs
- Sponsorship noted in Kalamazoo Wraps Newsletter and on Kalamazoo Wraps Website

### For booth sponsorship:

Please submit completed registration form. **KCMHSAS will invoice your agency for the \$50 booth fee.**

We ask each agency represented to bring English and Spanish language promotional materials (if they have them). **Kalamazoo Wraps** believes in, and promotes, cultural and linguistic competence within every aspect of our system of care.

In addition, we ask each agency represented to plan on having a fun activity for youth at their booth, such as a game. (If you’d like help with ideas or implementation of your activity, please speak with Renée Huff, Public Education & Social Marketing Coordinator for Kalamazoo Wraps, 553-8123.)

## Why not sponsor your favorite part of the Carnival?

During the carnival, we will prominently display signs that name our generous sponsors. Example:

“Bouncy Castles Generously Sponsored by (Your Agency’s Name Here).”

Choose to donate funds for any of the items listed below.

| Use of the Hazel Gray Building and Lawns at the Kalamazoo County Fairgrounds | Total Amount \$1,866 (after non-profit discount) | \$ Amount |
|--|--|-----------|
| Critchlow Alligator Sanctuary & Zoological Gardens                           | \$270  |           |
| Binder Park Zoomobile  | \$260  |           |
| Hotdogs  | #1 \$260<br>#2 \$260                             |           |
| Mascot Appearances   | 6 x \$40 = \$240                                 |           |
| Balloon Man & Lady   | #1 \$225<br>#2 \$225                             |           |
| Balloons (for decoration)  | \$220  |           |
| Ben Jammin’  | \$200  |           |
| Magician   | \$150  |           |
| Digital Family Photos  | \$150  |           |
| Bouncy Castles   | #1 \$140<br>#2 \$140                             |           |
| Cotton Candy   | #1 \$120<br>#2 \$120                             |           |
| Popcorn  | #1 \$120<br>#2 \$120                             |           |
| Outdoor Audio Rental   | \$80   |           |
| Face Painters  | #1 \$75<br>#2 \$75                               |           |
| Bag Pipers   | \$50   |           |
| Barbershop Chorus  | \$50   |           |
| German Polka Band  | \$50   |           |
| Celery City Cloggers   | \$50   |           |
| <b>TOTAL AMOUNT OF COSPONSORSHIP:</b>  |  | <b>\$</b> |

**YES! We would like to host a booth on May 6, 2010 at  
Kalamazoo Wraps' 5<sup>th</sup> Annual  
National Children's Mental Health Awareness Day Carnival!**

Agency Name: \_\_\_\_\_

Contact: \_\_\_\_\_  
(Name) (Title)

\_\_\_\_\_  
(Phone) (Fax) (E-Mail)

**Please DO NOT SEND PAYMENT with your registration form.**  
KCMHSAS will mail the \$50.00 booth rental fee invoice to you at:

\_\_\_\_\_  
(Street)

\_\_\_\_\_  
(City) (State) (Zip)

Please check all that apply:

\_\_\_\_\_ We would like to have a booth at the event.

\_\_\_\_\_ We have a fun activity planned for our booth. (Describe briefly.)

\_\_\_\_\_ We have no activity planned. Please plan on assisting us on the 6<sup>th</sup>, with ideas and/or volunteers for an activity at our booth.

\_\_\_\_\_ We will need special accommodations for our booth: inside, outside, electrical outlet, more than one table, etc. (Describe briefly.)

**I understand Kalamazoo Community Mental Health & Substance Abuse Services  
will invoice my agency for the \$50.00 booth fee.**

Signature of Contact: \_\_\_\_\_

**\* Please contact me to discuss further levels of co-sponsorship:**

\_\_\_\_\_  
**Name Contact Number**

The event will take place at the Kalamazoo County Fairgrounds, 2900 Lake Street, Kalamazoo. Unless requested otherwise, agency booths will be located inside the Hazel Gray Building at the Fairgrounds. Booth Set-up: 3:00 p.m. to 4:00 p.m. Event will start at 4:00 p.m. and will end at 7:00 p.m. Clean-up: 7:00 p.m. to 8:00 p.m. Please complete and fax, e-mail, or mail, this form to: Renée Huff, Fax: 269-553-8124 E-mail: [rhuff@kazooemh.org](mailto:rhuff@kazooemh.org)  
Address: KCMHSAS Services for Children & Families, 432 W Crosstown PKWY, Kalamazoo, MI 49001

**Questions? Phone Renée Huff, Event Coordinator, at 269-553-8123**