

SPORTS EVENT PLANNING GUIDE



Discover!
KALAMAZOO
SPORTS

Discover! KALAMAZOO®

WHY KALAMAZOO?

EASY TO TRAVEL TO KALAMAZOO

Located in the heart of the Great Lakes region, Kalamazoo is midway between Chicago & Detroit.



DRIVE TO KALAMAZOO

A list of cities that are within a six hour driving distance.

Grand Rapids - 45 minutes	Cleveland - 4 hours
Lansing - 1.25 hours	Indianapolis - 4 hours
South Bend - 1.5 hours	Columbus - 4.5 hours
Detroit - 2 hours	Madison - 5 hours
Chicago - 2.5 hours	Pittsburgh - 5.5 hours
Toledo - 2.5 hours	Toronto - 6 hours
Milwaukee - 4 hours	Buffalo - 6 hours

KALAMAZOO/BATTLE CREEK INTERNATIONAL AIRPORT

Serviced by American, Delta, and United Airlines. All jet service to major hub cities of **Chicago** and **Detroit**.

EXPERIENCE HOSTING WIDE VARIETY OF EVENTS

When it comes to sports event planning, Kalamazoo is big league all the way. We've earned a reputation as the perfect host for sports events of all sizes. We attract players from coast to coast, and win rave reviews from everyone who attends.

Here, you'll find first-rate facilities for virtually any sports event you can imagine, and getting to your venue is easy, too.



3,500 ROOM NIGHTS AVAILABLE AND GROWING

Radisson Plaza Hotel - 340 Rooms
Hilton Garden Inn and Home2 Suites - 220 Rooms
Delta Hotels by Marriott - 182 Rooms

SPORTS EVENT SERVICES

- Bid Proposals + Site Selection
- Referrals and Recommendations
- Economic Calculator
- Promotional Assistance
- Event Housing Management
- Visitor Information
- VIP/Welcome Amenities
- Volunteer Assistance

POWER IN NUMBERS

50+

Events Hosted

43,000+

Participants

\$36.9 MIL

Economic Impact

* Numbers are based on 2025 sports events hosted in the Kalamazoo region.

ATTRACTIONS & VENUES



DOWNTOWN KALAMAZOO

DowntownKalamazoo.org

- Outdoor Pedestrian Mall
- Specialty Shops
- Kalamazoo Valley Museum
- Kalamazoo Institute of Arts
- Breweries, Wineries, Distilleries, Restaurants, all within walking distance.
- Give A Craft® Beer Trail



STOWE STADIUM

1200 Academy St, Kalamazoo, MI 49006
269-337-7082
hornets.kzoo.edu/information/facilities/

- Home to Kalamazoo College Men's & Women's Tennis Teams
- Host site of the USTA Boys' 18 & 16 National Championship since 1943
- Features stadium seating for 3,500, 11 lighted tennis courts and 1 media tower



WINGS EVENT CENTER

3600 Vanrick Drive,
Kalamazoo, MI 49001
269-345-1125 | wingseventcenter.com

- Three areas with 17,000 sq. ft. each
- 5,113 seats in main area
- 10,000 sq. ft. of additional breakout/meeting space
- On-site Concession & Catering



RIVER OAKS PARK

9202 East Michigan Avenue (M-96)
Galesburg, MI 49053
269-665-9608 | kalcounty.com/parks/riveroaks

- 20 Multi-Purpose Fields
- Regularly hosts youth leagues, adult leagues, and regional tournaments.
- Restrooms, concession area, picnic shelters
- Flexible field configurations



WMU REC CENTER, WESTERN MICHIGAN UNIVERSITY

Kalamazoo, MI 49008-5239
269-387-4732 | www.wmich.edu/rec

- 240,000 sq. ft. of space
- Eight full size basketball courts
- Multi-purpose gyms
- Eight Racquetball courts
- Outdoor Intramural Fields



COMING FALL 2027 INDOOR YOUTH SPORTS FACILITY

- 150,000 sq. ft. building with 70,000+ sq. ft. of uninterrupted court space
- Indoor tournament-ready hard-court facility
- 8 basketball courts
- 16 volleyball courts
- One full size turf space (85' x 200')
- 800+ parking spaces on site with easy highway access and nearby amenities
- Operator: The Sports Facilities Companies
- Anticipated to break ground: July 2026
- Anticipated to open: September 2027

WHAT PEOPLE ARE SAYING

"Discover Kalamazoo has enhanced the experience for our competitors, coaches, and families."

U.S. FIGURE SKATING

"They have gone above and beyond expectations, and are always willing to help with any detail. It's a great feeling to know that you and your event are wanted and supported in the community."

MICHIGAN HIGH SCHOOL ATHLETIC ASSOCIATION

"The Discover Kalamazoo team has always made us feel as if we are on our home turf – or in our case ice – and this extends beyond the field of play."

USA CURLING

SPORTS EVENT RESUME



- American Collegiate Hockey Association Women's Division I & II National Championships **(2011, 2016)**
- American Cornhole Organization Kalamazoo Major **(2017, 2018, 2021)**
- Division III Regional Diving Championship **(2026)**
- ECHL Hockey Heritage Week **(2016, 2025)**
- MHSAA Team Wrestling Finals **(2018-2023)**
- National Collegiate Athletics Association Division III Men's & Women's Tennis National Championships **(2013, 2016, 2019)**
- National Collegiate Roller Hockey National Championships **(2022)**
- Professional Disc Golf Association Amateur World Championships **(2015)**
- TORHS 2Hot 4Ice National Championships **(2016)**
- United States Tennis Association Boys 18 & 16 National Championships **(since 1943)**
- U.S. Figure Skating National Solo Dance Final **(2021, 2026)**
- US Quidditch Great Lakes Regional Championship **(2017)**
- U.S. Synchronized Skating Midwestern & Pacific Coast Synchronized Skating Sectional Championships **(2013, 2019, 2022, 2025)**
- U.S. Synchronized Skating Championships **(2016)**
- USA Curling Mixed Doubles National Championships **(2023)**
- USA Curling National Championships **(2010, 2015, 2019)**
- USA Hockey Youth Tier II 14u National Championship **(2022, 2025)**
- USA Pickleball Association Great Lakes Regional **(2017-2019)**



BRIAN PERSKY, STS, SDLT

Director of Business Development
BPersky@DiscoverKalamazoo.com
269.488.9000



BRAD BEAUREGARD

Sports Event Development Manager
BBeauregard@DiscoverKalamazoo.com
269.488.0062

Call **269.488.9000** or visit
DiscoverKalamazooSports.com



@DiscoverKZooSports



@Discover_kzoosports



@dscvrkzoosports