

# Sponsorship Opportunities

Downtown West Bend is a wonderful destination for shopping, dining, attractions, and entertainment!



**DOWNTOWN WEST BEND  
ASSOCIATION**

262.338.3909 | [gena@downtownwestbend.com](mailto:gena@downtownwestbend.com)

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120 N. MAIN STREET STE 170 WEST BEND WI 53095



# Who We Are!

The Downtown West Bend Association was started in 1955. We are a non-profit community organization whose sole purpose is to SHINE LIGHT on our beautiful community and the great downtown West Bend. The DWBA holds events that draw THOUSANDS of visitors. The DWBA is NOT funded by the City or the BID. The DWBA relies on wonderful sponsors, hundreds of volunteers, and the DWBA events themselves to continue our mission of offering these great experiences to our community & area businesses.



## Just a few of the benefits:

85,000+ visitors enjoy our events each year – over 100,000 touches thru social media & websites ~ Exclusive sponsor opportunities at Music on Main (800 – 2000 visitors weekly) ~ Your company's name & logo in ALL the event advertising ~ A booth space available at event ~ Sponsorship opportunities are available for all budgets.

**ArtWalk Banner Project** - Over 50 local artists hand paint banners and turn Main Street into an outdoor art gallery. From May – October the banners hang from light posts throughout the downtown for thousands to view throughout the event season. When the banners are taken down, they are hung in City Hall in the main entrance area for 1 year. For \$75, your business name is added permanently to the banner(s) and is included in all the promotional materials. Additional sponsorship levels range from \$500 - \$1500.00

**Music on Main** - A weekly summer concert series every Thursday night June 2 – September 1. We are in our 17th year of providing entertainment to our community. Your \$1000 to \$3000 sponsorship includes all season long promotion and great event day opportunities. Since you are the only sponsor that week, IT'S YOUR NIGHT! So come prepared for a good time!

**Mad Market on Main**-This is a vendor fair like our Farmers Market. Crafters, live music, food vendors, and kid's activities. Musicians will be located in several areas of the event and a beverage tent will be available. Vendor booths for the day are \$35-\$75. Sponsorship for the event range from \$100.00 - \$300.00 and your business will be included in all the promotional materials.

**Wheels on Main** – 2021 had 400 Plus cars (even with 7th avenue closed). We lined the entire downtown with cars. Over 6000 guests from towns across Wisconsin, Michigan & Illinois, came to visit our beautiful downtown, enjoy the vehicles, live music, shopping & restaurants. Sponsorship levels range from \$100-\$1700 and VOLUNTEERS will be accepted & appreciated in-lieu-of sponsorship funds. To make this event a success we need at least 75 volunteers.

**Fall Fest** – The coolest Kids Trick or Treat all year!! Kids dress up in their Halloween costumes and trick or treat up & down Main Street. The businesses provide candy and treats to give to each kiddo. There are kids' activities, a DJ, balloon artists, face painting, pumpkin bowling and more. The event brings in about 2000 kids and their families. Sponsorship levels range from \$50-\$300

**Farmer's Market** - One of the largest Farmers Markets in the state! The Farmers market offers over 80 Wisconsin vendors, 6 community stalls and 6 business stalls. Starting in Mid-May – October, every Saturday, Rain or Shine. Our market is highly attended. Be a part of the market for only \$40 per day.

**Trailer Sponsor(s):** We are looking for 4 businesses that would like to have their name & logo on the DWBA event trailer. One time cost of \$500.00, 3 years of consistent marketing. The trailer is parked at all our Main St. outdoor events. Contact Gena@downtownwestbend.com or 262-338-3909 for more information.

**Volunteers:** Donate your time and talents. The DWBA is always in need of volunteers. Join an event committee, help with an event, or share your talents. Contact Gena@downtownwestbend.com or 262-338-3909 for more information.

*Do you enjoy these events?*

So do your friends, neighbors & potential customers!

## **Sponsorship, Donation & Volunteer Opportunities 2022**



**The Wine Hop April 30th:** 2pm – 6pm, Wine walks are a fantastic way to show off all that West Bend has to offer. Let us all introduce our new guests to our community & businesses, as we show them just how incredible our downtown is a Hop Stop. (400 Guests)

<u><b>Event</b></u>	<u><b>Price</b></u>	<u><b>Description</b></u>	<u><b>Total:</b></u>
<b>Hop Stop</b>	<b>\$70.00 Donation</b>	<ul style="list-style-type: none"> <li>• Wine Stop</li> <li>• 400 Guests invited into your business</li> <li>• Name a logo listed on all marketing materials and social media</li> </ul>	
<b>Swag Bag giveaways</b>	<b>100 – Products, coupons, trinkets, swag, mugs, gift certificates, pens...</b>	<ul style="list-style-type: none"> <li>• 100 opportunities to give away swag with your logo</li> <li>• Invite guest to use your services</li> <li>• Company name listed website as a swag bag contributor</li> <li>• Swag bags are given away to each VIP participant</li> </ul>	<b>Swag Bag giveaways</b>
<b>Volunteer</b>	<b>Licensed Bartender</b>	<ul style="list-style-type: none"> <li>• Bartend at 1 of 20 locations</li> <li>• Promote your business as you converse with guests</li> <li>• Dinner on the DWBA</li> </ul>	Free
<b>Volunteer</b>	<b>Register Guests</b>	<ul style="list-style-type: none"> <li>• Help Register participating guests</li> <li>• Promote your business as you converse with guests</li> <li>• Dinner on the DWBA</li> </ul>	Free
Other ways to help:			
<b>Total Sponsorship</b>			



**ArtWalk Banner Project:** Over 50 local artists hand paint banners and turn Main Street into an outdoor art gallery. From May – October the banners hang from light posts throughout the downtown for thousands to view throughout the event season. When the banners are taken down, they are hung in City Hall in the main entrance area for 1 year. (Thousands of guests throughout May and October. 200 plus guests at the Grand Gallery Opening May 21<sup>st</sup>, 2022, 3-6pm)

<u><b>Event</b></u>	<u><b>Price</b></u>	<u><b>Description</b></u>	<u><b>Total:</b></u>
<b>Artwalk Banner Sponsor</b>	<b>\$75.00 (50)</b>	<ul style="list-style-type: none"> <li>• Company name permanently adhered to the artist banner</li> <li>• Name recognition on the DWBA website</li> <li>• Name listed in the custom brochure</li> </ul>	
<b>Artwalk Major Event Sponsor</b>	<b>\$500.00 (4)</b>	<ul style="list-style-type: none"> <li>• Business name permanently adhered to 2 Artist banners (\$150.00)</li> <li>• Name &amp; logo recognition on the DWBA website</li> <li>• Name &amp; logo listed in the custom brochure</li> <li>• Name &amp; Logo listed on signage as Major Event sponsor</li> <li>• Added to all the Artwalk Banner Project marketing on website, print &amp; social media</li> <li>• Be a Judge at the Grand Galley Opening select artist winners</li> <li>• Opportunity to speak at the Grand Gallery Opening</li> </ul>	
<b>Volunteer</b>	<b>Grand Gallery Opening</b>	<ul style="list-style-type: none"> <li>• Set-up and tear down for Grand Gallery Opening: May 21<sup>st</sup>. (3-8pm) Event from 4pm – 7pm</li> <li>• Help Register participating guests -Explain Auction process</li> <li>• Be a member of the Artwalk Banner Project Committee</li> </ul>	Free
Other ways to help:			
<b>Total Sponsorship</b>			



**West Bend Farmers Market:** May 21<sup>st</sup> – October 29<sup>th</sup>, 7:30- 11:00am. The Market was established in the early 80's and is one of the largest markets in the state. Our Market features over 80 vendors featuring a variety of foods and nonfood items. The market includes prepared foods; artisans crafts & live entertainment scattered throughout the streets of beautiful downtown West Bend. (Averaging weekly guest count 3000 plus).

<u>Event</u>	<u>Price</u>	<u>Description</u>	<u>Total:</u>
<b>Farmers Booth Seasonal</b>	<b>\$300.00 Per Stall</b>	<ul style="list-style-type: none"> <li>• (1) 10' x 10' outside booth space</li> <li>• Authentic Wisconsin Farmer</li> <li>• Selling Products produced by farm</li> <li>• See Rules and Regulations</li> </ul>	
<b>Daily Stall</b>	<b>\$40.00 Per Stall</b>	<ul style="list-style-type: none"> <li>• (1) 10' x 10' outside booth space these can be purchased at any time throughout the season</li> <li>• Businesses located outside West Bend</li> <li>• Must sell Food or hand produced products</li> <li>• See Rules and Regulations</li> </ul>	
<b>Community Stall</b>	<b>\$30.00 Per Stall</b>	<ul style="list-style-type: none"> <li>• (1) 10' x 10" outside booth space</li> <li>• These can be purchased any time throughout season when available</li> <li>• Business located in West Bend</li> <li>• Any product can be sold at booth</li> <li>• See Rules and Regulations</li> </ul>	
<b>Business Stall</b>	<b>Free</b>	<ul style="list-style-type: none"> <li>• (1) 10' x 10" outside booth space</li> <li>• These can be used anytime throughout season when available</li> <li>• Brick and Mortar Business located within the Downtown West Bend Bid District</li> <li>• See Rules and Regulations</li> </ul>	Free
<b>Volunteer Group 6-8 people</b>	<b>Farmers Market weekly Host</b>	<ul style="list-style-type: none"> <li>• Set-up Barricades and tear down Barricades (Stipend Paid \$50.00)</li> <li>• Free Booth at Farmers Market</li> <li>• Promote your business as you converse with guests ****Contact the DWBA for more information</li> </ul>	
<b>Entertainment</b>	<b>Volunteer performers</b>	<ul style="list-style-type: none"> <li>• Perform for farmers Market -music, dance, fitness, children's activities, etc.)</li> <li>• 1 of 3 locations to perform ****Contact the DWBA for more information</li> </ul>	
Other:			
<b>Total Sponsorship</b>			



**Music on Main:** June 2<sup>nd</sup> – Sept 1<sup>st</sup> Thursday 6:00pm – 9:30pm weekly summer concert series every Thursday night June 2 – September 1. We are in our 17th year of providing entertainment to our community. Your \$1500 to \$3000 sponsorship includes all season long promotion and great event day opportunities. Since you are the only sponsor that week, IT'S YOUR NIGHT! So come prepared for a good time! Sponsors for this event will have the first right of refusal each year they sponsor. (Average guests 1000 plus)

<u>Event</u>	<u>Price</u>	<u>Description</u>	<u>Total:</u>
<b>Band Sponsor</b>	<b>\$1500-2500.00</b>	<ul style="list-style-type: none"> <li>• Local print media advertising</li> <li>• Press releases to S.E. Wisconsin radio</li> <li>• 2,000 plus event fliers distributed to West Bend businesses and area hotels</li> <li>• Event posters distributed</li> <li>• E-mail newsletter distributed</li> </ul>	

		<ul style="list-style-type: none"> <li>• Ad and listing in the Washington County Visitor's Guide,</li> <li>• Weekly social media, event, reminders of the event and daily update postings</li> <li>• Promotion on Downtown West Bend's Website</li> </ul>	
<b>Raffle Basket Sponsors</b> Each week we want to give away a Basket filled with prizes from local businesses	<b>14 weeks of prizes</b> Any type of giveaway: \$10.00 & up	<ul style="list-style-type: none"> <li>• Your Business listed in the E-mail newsletter</li> <li>• Social media</li> <li>• Promotion on Downtown West Bend's Website: <a href="http://www.downtownwestbend.com">www.downtownwestbend.com</a></li> </ul>	<b>Raffle Basket Prize</b>
<b>Volunteer</b>	<b>Set-up, Tear Down, Bartend, Security</b>	<ul style="list-style-type: none"> <li>• Set-up Barricades and tear down Barricades</li> <li>• Free Booth at Event</li> <li>• Promote your business as you converse with guests</li> </ul> <p>****Contact the DWBA for more information</p>	<b>Free</b>
Other:			
<b>Total Sponsorship</b>			



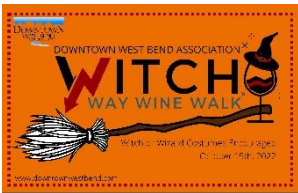
**Wheels on Main:** Sept 4<sup>th</sup> 7am – 4pm With over 400 registered vehicles we lined the entire downtown with cars. Over 6000 guests from towns across Wisconsin, Michigan & Illinois, came to visit our beautiful downtown, enjoy the vehicles, live music, shopping & restaurants. VOLUNTEERS are greatly needed to make this event a success! (6000 plus guests)

<b>Event</b>	<b>Price</b>	<b>Description</b>	<b>Total:</b>
<b>Food Vendor</b>	<b>\$100.00</b>	<ul style="list-style-type: none"> <li>• (1) 10' x 10' outside booth space</li> <li>• Contact DWBA for rules and regulations</li> </ul>	
<b>Award Sponsor</b>	<b>\$2000.00</b>	<ul style="list-style-type: none"> <li>• Name &amp; logo listed on all Awards</li> <li>• Name Listed as major sponsor</li> <li>• (6) vehicle registration entries (pre- selected locations must be in place by 10AM)</li> </ul>	
<b>Dash Plaque Sponsor</b>	<b>\$800.00</b>	<ul style="list-style-type: none"> <li>• Name and Logo listed on 200 dash plaques</li> <li>• Name Listed as an Event Sponsor</li> <li>• (4) vehicle registration entries (pre-selected location Must be in place by 10AM)</li> </ul>	
<b>Swag Bag giveaways</b>	<b>200 – Products, coupons, trinkets, swag, mugs, gift certificates, pens...</b>	<ul style="list-style-type: none"> <li>• 200 opportunities to give aways swag with your logo</li> <li>• Invite guest to use your services</li> <li>• Company name listed website as a swag bag contributor</li> <li>• <b>(Swag bags are given to the first 200 participants)</b></li> </ul>	<b>Swag Bag giveaways</b>
<b>Kids Activities Sponsor</b>	<b>\$300.00</b>	<ul style="list-style-type: none"> <li>• (2) Car registrations to event</li> <li>• Company name listed on all marketing &amp; social media</li> <li>• Name &amp; logo added to marketing signage during event</li> </ul>	
<b>Entertainment Sponsor</b>	<b>\$300.00</b>		
<b>General Sponsor</b>	<b>\$300.00</b>		
<b>Judges (25)</b>	<b>Free</b>	<ul style="list-style-type: none"> <li>• Free Beverage tickets, a meal, &amp; a T shirt</li> <li>• ****Contact the DWBA for more information</li> </ul>	<b>Free</b>
<b>Volunteer (40)</b>	<b>Free</b>		
Other:			
<b>Total Sponsorship</b>			



**Fall Fest: Oct. 14<sup>th</sup> 5-7pm** The coolest Kids Trick or Treat all year!! Kids dress up in their Halloween costumes and trick or treat up & down Main Street. The businesses provide candy and treats to give to each kiddo. There are kids' activities, a DJ, balloon artists, face painting, pumpkin bowling and more. The event brings in about 2000 kids and their families. Sponsorship levels range from \$50-\$300 (average guest 2000)

<u>Event</u>	<u>Price</u>	<u>Description</u>	<u>Total:</u>
<b>Fall Fest Booth</b>	<b>\$50.00</b>	<ul style="list-style-type: none"> <li>(1) 10' x 10' outside booth space: Your booth may be used to promote your organization, distribute literature and samples, and services. (Proper permits for your business are required and your responsibility to obtain)</li> </ul> <p><i>You must include a <b>free kid's activity or hand out(candy)</b> to the event participants, general participation count 2000.</i></p>	
<b>Fall Fest Major Event Sponsor</b>	<b>\$300.00</b>	<ul style="list-style-type: none"> <li>(1) 10' x 10' outside booth space: Your booth may be used to promote your organization, distribute literature and samples, and services. (Proper permits for your business are required and your responsibility to obtain)</li> <li>Company name listed on all marketing &amp; social media</li> <li>Name &amp; logo added to marketing signage during event</li> </ul> <p><i>If using a Booth space - You must include a free kid's activity or hand out(candy) to the event participants, general participation count 2000. (Booth Space can be donated to another community)</i></p>	
<b>Volunteer</b>	<b>Set-up, Tear Down, hand out candy, play Games with Kiddos, Security</b>	<ul style="list-style-type: none"> <li>Set-up Barricades and tear down Barricades</li> <li>Free Booth at Event</li> <li>Member of the Fall Fest Committee</li> <li>Promote your business as you converse with guests</li> </ul> <p>****Contact the DWBA for more information</p>	<b>Free</b>
Other:			
<b>Total Sponsorship</b>			



**Witch Way Wine Walk October 15th:** is Saturday, October 15th 2pm – 7pm. Wine walks are a fantastic way to show off all that Downtown West Bend has to offer. Let us all introduce our new guests to our community and businesses, as we show them just how incredible our downtown is. (500 Guests).

<u>Event</u>	<u>Price</u>	<u>Description</u>	<u>Total:</u>
<b>Witch Way Stop</b>	<b>\$70.00</b>	<ul style="list-style-type: none"> <li>Wine Stop</li> <li>500 Guests invited into your business</li> <li>Name a logo listed on all marketing materials and social media</li> </ul>	
<b>Swag Bag giveaways</b>	<b>100 Swag bags are given away to each participant</b>	<ul style="list-style-type: none"> <li>100 opportunities to give away swag with your logo</li> <li>Invite guest to use your services</li> <li>Company name listed website as a swag bag contributor</li> </ul>	
<b>Volunteer</b>	<b>Licensed Bartender</b>	<ul style="list-style-type: none"> <li>Bartend at 1 of 20 locations</li> <li>Promote your business as you converse with guests</li> <li>Dinner on the DWBA</li> </ul>	<b>Free</b>

<b>Volunteer</b>	<b>Register Guests</b>	<ul style="list-style-type: none"> <li>• Help Register participating guests</li> <li>• Promote your business as you converse with guests</li> <li>• Dinner on the DWBA</li> </ul>	<b>Free</b>
<b>Total Sponsorship</b>			



**West Bend Winter Warm-up 2023 January 20, 21 & 22:** This event attracts thousands of visitors from all over Wisconsin for a fun filled weekend of Ice Sculpture, dining, shopping, a luminary walk, and the Hugh Jass Fat Tire Bike Race. Guests continue to visit our community until the sculptures melt and are removed in mid-February.

<b>Event</b>	<b>Price</b>	<b>Description</b>	<b>Total:</b>
<b>Ice Sculpture Sponsor</b>	<b>\$500.00</b> divided by up to 3 sponsors (\$500, \$250 or \$167)	<ul style="list-style-type: none"> <li>• Company name listed on all social media</li> <li>• Name &amp; logo added to marketing signage</li> <li>• Name &amp; logo listed on Ice Sculpture stand</li> </ul>	
Other:			
<b>Total Sponsorship</b>			

**DWBA Trailor Sponsor:** We are looking for 4 businesses that would like to have their name & logo on the DWBA event trailer. One time cost of \$500.00, 3 years of consistent marketing. The trailer is parked at all our outdoor events. Contact Gena@downtownwestbend.com or 262-338-3909 for more information. (Thousands of guests over the 3-year term).

<b>Event</b>	<b>Price</b>	<b>Description</b>	<b>Total:</b>
<b>Trailor Sponsor (3 years)</b>	<b>\$500.00</b>	<ul style="list-style-type: none"> <li>• (1) 24 x 48 area Name &amp; Logo (decal)</li> <li>• Sponsorship 3 years</li> <li>• Name Recognition – Trailer parked at all outdoor events - 85,000 visitors.</li> </ul>	
<b>Total Sponsorship</b>			

**Volunteers needed:** Donate your time and talents. The DWBA is always in need of volunteers. Join an event committee, help with an event, or share your talents. Contact Gena@downtownwestbend.com or 262-338-3909 for more information.

<b>Price</b>	<b>Description</b>	<b>Total:</b>
<b>Volunteer</b>	<ul style="list-style-type: none"> <li>• Help an Amazing organization that supports the whole community</li> <li>• Meet amazing people</li> <li>• Infront of thousands of guests – recognition as a community supporter</li> <li>• Help to build community - lend your talents</li> <li>• Paint Banners</li> <li>• Set-up Events</li> <li>• Bartend at events or hand out items to audience</li> </ul>	<b>Free</b>
<b>Check box to receive more volunteer information</b>		

**Entertainers needed:** Donate your time and talents. The DWBA is always in need of entertainers for several of our events. Join an event committee, help with an event, or share your talents. Contact Gena@downtownwestbend.com or 262-338-3909 for more information.

<b>Price</b>	<b>Description</b>	<b>Total:</b>

<b>Volunteer</b>	<ul style="list-style-type: none"> <li>• Help an Amazing organization that supports the whole community</li> <li>• Meet amazing people</li> <li>• Infront of thousands of guests – recognition as a community supporter</li> <li>• Help to build community - lend your talents</li> <li>• Paint Banners</li> <li>• Set-up Events</li> <li>• Bartend at events or hand out items to audience</li> </ul>	<b>Free</b>
<b>Check box to receive more volunteer information</b>		

**Just an FYI: we do swag bags for 4 major events throughout the season: 2 wine walks (100 & 100) and Wheels on Main (200), PLUS NEW this year is a weekly basket for Music on Main X 14 (these 14 items should be slightly larger and/or value). This is a total of 414 items. If you would like to send all your items at 1 time, we can make sure we separate everything and have it ready for the other events. This will save you time and money.**

\_\_\_\_\_ Please fill out and returned to gena@downtownwestbend.com \_\_\_\_\_

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Sponsor Opportunities:**

<i>Event</i>	<i>Sponsorship Description</i>	<i>Totals</i>
<i>Total Donation</i>		

Notes & Comments:

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Thank you for Supporting the Downtown West Bend Association and the community!

Gena@downtownwestbend.com | 262-338-3909 | 120 N. Main Street Suite 170