

# DOWNTOWN RACINE - THE HEART OF OUR COMMUNITY



## 2020 EVENT SPONSORSHIP OPPORTUNITIES

As a nonprofit organization, we rely on the support and partnership of sponsors to help fulfill our mission of creating a healthy, vibrant downtown. We are always looking for like-minded collaborators who want to ensure high-impact event programming and who are ready to invest in a dynamic, welcoming downtown.



# SATURDAY, JANUARY 18



## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR \$1,000

- Naming rights as sponsor of the 2020 Fire and Ice Festival
- Ice Sculpture Sponsor - naming sponsor of one of the ice sculptures
- Banner with your logo on Monument Square leading up to the Festival
- Predominant Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Vendor space (10ft x 10ft, optional, must bring own table)

### ICE SCULPTURE SPONSOR \$500

- Ice Sculpture Sponsor - naming sponsor of one of the ice sculptures
- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Featured posts on all social media platforms highlighting your business
- Vendor space (10ft x 10ft, optional, must bring own table)

### FIRE SPONSOR \$250

- Vendor space (10ft x 10ft, optional, must bring own table)
- Name recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc.)
- Featured posts on all social media platforms highlighting your business

### FRIEND SPONSOR \$100

- Name recognition in DRC e-newsletter and Facebook, etc.



DOWNTOWN RACINE CORPORATION'S

••• ST. PATRICK'S DAY •••

# PARADE

SATURDAY,  
MARCH 14

## SPONSORSHIP OPPORTUNITIES

### ERIN GO BRAGH SPONSOR \$1,000

- Predominant Logo will be featured on a banner that will appear in the parade.
- Predominant Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Featured post on all social media platforms highlighting your business
- Complimentary parade entry to promote your business (optional)

### SHAMROCK SPONSOR \$500

- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Featured post on all social media platforms highlighting your business
- Complimentary parade entry to promote your business (optional)

### LEPRECHAUN SPONSOR \$250

- Name recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc.)
- Complimentary parade entry to promote your business (optional)

### FRIEND SPONSOR \$100

- Name recognition in DRC e-newsletter and Facebook, etc.
- Complimentary parade entry to promote your business (optional)

# FRIDAYS: JUNE 5- AUG 28 | 4:30-7PM

# Music ON THE MONUMENT



## SPONSORSHIP OPPORTUNITIES

### MAJOR SPONSOR \$1,000

- Prominent logo on 5,000 palm cards distributed throughout the summer.
- Prominent Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Your company's logo will be prominently displayed on a huge sandwich board on Fridays and Saturdays on Monument Square
- Up to 10' x 10' will be made available to you for exhibit/display at Saturday Sounds on the Square.

### BAND SPONSOR \$500

- Logo on 5,000 palm cards distributed throughout the summer.
- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Your company's logo will be displayed on a huge sandwich board on Fridays and Saturdays on Monument Square
- Up to 10' x 10' will be made available to you for exhibit/display at Music on the Monument (up to 5 dates)

### PARTICIPATING SPONSOR \$250

- Name recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Name will be displayed on a huge sandwich board on Fridays and Saturdays on Monument Square

### FRIEND OF SATURDAY SOUNDS ON THE SQUARE \$100

- Name recognition on website, DRC e-newsletter during entire summer

**SATURDAYS: JUNE 6- AUG 29 | 4:30-7PM**

# **SATURDAY SOUNDS** **ON THE SQUARE**



## SPONSORSHIP OPPORTUNITIES

### MAJOR SPONSOR \$1,000

- Prominent logo on 5,000 palm cards distributed throughout the summer.
- Prominent Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Your company's logo will be prominently displayed on a huge sandwich board on Fridays and Saturdays on Monument Square
- Up to 10' x 10' will be made available to you for exhibit/display at Saturday Sounds on the Square.

### BAND SPONSOR \$500

- Logo on 5,000 palm cards distributed throughout the summer.
- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Your company's logo will be displayed on a huge sandwich board on Fridays and Saturdays on Monument Square
- Up to 10' x 10' will be made available to you for exhibit/display at Saturday Sounds on the Square (up to 5 dates)

### PARTICIPATING SPONSOR \$250

- Name recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Name will be displayed on a huge sandwich board on Fridays and Saturdays on Monument Square

### FRIEND OF SATURDAY SOUNDS ON THE SQUARE \$100

- Name recognition on website, DRC e-newsletter during entire summer

# SATURDAY, JUNE 18

## DOWNTOWN RACINE CORPORATION'S



## SPONSORSHIP OPPORTUNITIES

### WIES'N SPONSOR (MAJOR EVENT SPONSOR) \$1,000

- Prominent Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- You will be recognized and introduced throughout the event from the main stage.
- Your banner will be prominently displayed at German Fest event.
- Up to 20' x 20' space will be made available to you for a display at German Fest.
- Your company logo will be featured on all table signage.

### BIERZELT SPONSOR (BAND SPONSOR) \$500

- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Banner behind the band with your logo and will be verbally recognized as band sponsor
- Your company logo will be featured on all table signage.

### LEBKUCHENHERZ SPONSOR (PARTICIPATING SPONSOR) \$250

- Name recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)

# SATURDAY, SEPTEMBER 19

# PARTY ON THE PAVEMENT

## SPONSORSHIP OPPORTUNITIES

### STAGE SPONSOR \$5,000

- Naming rights to one of the 2 stages, large banner signage at stage
- Prominent banner placements throughout event. (Banners supplied by sponsor).
- Prominent logo will appear on print/online/banners related marketing and advertisements (total marketing reach of over 200,000 impressions).
- 20'x20' area to showcase product or service if desired.

### FIESTA SPONSOR \$3,000

- Prominent banner placements throughout event. (Banners supplied by sponsor.)
- Prominent logo will appear on print/online/banners related marketing and advertisements (total marketing reach of over 200,000 impressions).
- 20'x20' area to showcase product or service if desired.

### PARTY SPONSOR \$1,000

- One banner placement at event. (Banners supplied by sponsor.)
- Logo will appear on print/online/banners related marketing and advertisements (total marketing reach of 200,000+ impressions).
- 20'x20' area to showcase product or service in desired location

### CELEBRATION SPONSOR \$500

- Logo will appear on print related marketing and advertisements (total marketing reach of over 100,000 impressions).
- 10'x20' area to showcase product or services if desired.

### SILVER SPONSOR \$250

- Name will appear on print related marketing and advertisements.
- 10'x10' area to showcase product or services if desired.

# SATURDAY, OCTOBER 10

# DOWNTOWN CANDY CRAWL



## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR \$500

- Prominent Logo recognition in all marketing materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Up to 20' x 10' will be made available to you for exhibit/display at Crosswalk Park

### CANDY SPONSOR \$250

- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Up to 10' x 10' will be made available to you for exhibit/display at Saturday Sounds on the Square (up to 5 dates)

### FRIEND OF CANDY CRAWL \$100

- Name recognition on website, DRC e-newsletter during entire summer





*Holiday*

**PARADE**

**SATURDAY, NOVEMBER 7**

**SPONSORSHIP OPPORTUNITIES**

**DIAMOND SPONSOR \$1,500**

- Predominant Logo will be featured on a banner that will appear in the parade.
- Predominant Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Featured post on all social media platforms highlighting your business
- Complimentary parade entry to promote your business (optional)

**GOLD FLAG SPONSOR \$1,000** 

- Flags distributed along parade route, and recognition for sponsoring those flags
- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Featured post on all social media platforms highlighting your business
- Complimentary parade entry to promote your business (optional)

**SILVER SPONSOR \$500**

- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)
- Featured post on all social media platforms highlighting your business
- Complimentary parade entry to promote your business (optional)

**BRONZE SPONSOR \$250**

- Name recognition in all printed materials (including print & online ads, website, DRC e-newsletter, Facebook, etc.)
- Complimentary parade entry to promote your business (optional)

**FRIEND SPONSOR \$100**

- Name recognition in DRC e-newsletter and Facebook, etc.
- Complimentary parade entry to promote your business (optional)

FRIDAY, NOVEMBER 14

Ladies

NIGHT OUT

DOWNTOWN RACINE

## SPONSORSHIP OPPORTUNITIES

### MAJOR SPONSOR \$1,000

- Prominent logo will appear on print/online/banners related marketing and advertisements (total marketing reach of 100,000+ impressions)
- One banner placement at event. (banners supplied by sponsor)
- 20'x20' area to showcase product or service on Monument Square (optional)

### VIP SPONSOR \$500

- Logo on VIP Swag Bags
- Prominent logo will appear on print/online/banners related marketing and advertisements (total marketing reach of 100,000+ impressions)
- 10'x10' area to showcase product or services on Monument Square (optional)

### SILVER SPONSOR \$250

- Name will appear on all marketing and advertisements
- 10'x10' area to showcase product or service on Monument Square (optional)



## SPONSORSHIP OPPORTUNITIES

### Major SPONSOR \$500

- Prominent logo will appear on print/online/banners related marketing and advertisements (total marketing reach of 100,000+ impressions)
- Prominent logo will appear on Kris Kringle map of locations
- 10'x10' area to showcase product or services on Monument Square
- Banner on Monument Square during event

### SILVER SPONSOR \$250

- Logo will appear on print/online/banners related marketing and advertisements (total marketing reach of 100,000+ impressions)
- Logo will appear on Kris Kringle map of locations
- 10'x10' area to showcase product or services on Monument Square

# SPONSORSHIP APPLICATION

As a nonprofit organization, we rely on the support and partnership of sponsors to help fulfill our mission of creating a healthy, vibrant downtown. We are always looking for like-minded collaborators who want to ensure high-impact event programming and who are ready to invest in a dynamic, welcoming downtown.

**YES!**

## I WANT TO SPONSOR

FIRE AND ICE \$ \_\_\_\_\_

ST PATRICK'S DAY PARADE \$ \_\_\_\_\_

MUSIC ON THE MONUMENT \$ \_\_\_\_\_

SATURDAY SOUNDS \$ \_\_\_\_\_

GERMAN FEST \$ \_\_\_\_\_

PARTY ON THE PAVEMENT \$ \_\_\_\_\_

CANDY CRAWL \$ \_\_\_\_\_

HOLIDAY PARADE \$ \_\_\_\_\_

LADIES NIGHT OUT \$ \_\_\_\_\_

KRIS KRINGLE TOUR \$ \_\_\_\_\_

NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

BUSINESS PHONE \_\_\_\_\_

CELL PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

## PAYMENT METHOD: **YOUR DONATION IS TAX DEDUCTIBLE**

CHECK ENCLOSED FOR \$ \_\_\_\_\_

PLEASE SEND INVOICE PER EVENT

CREDIT CARD # \_\_\_\_\_

EXPIRATION \_\_\_\_\_

CVS CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Send to: Downtown Racine Corporation | 425 Main Street | Racine, Wisconsin 53403  
Or give me a call, and I will personally pick it up!  
Kelly: 262-634-6002 | 608-444-3064 | kkruse@racinedowntown.com