

DOWNTOWN RACINE - THE HEART OF OUR COMMUNITY



2021 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.



FEBRUARY 27



JUNE 19 - AUGUST 28



JUNE 25 - AUGUST 27



SEPTEMBER 18



OCTOBER 23 & 30



NOVEMBER 20



NOVEMBER 6



MAY 1 & 8 AND OCTOBER 9 & 16



NOVEMBER 13



DECEMBER 4

DOWNTOWN CHILLY ICE ICE CARVING • CHILI • SCAVENGER HUNT WALK

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR \$1,000

- Naming rights as sponsor of the 2021 Chilly Ice Walk
- Ice Sculpture Sponsor - naming sponsor of one of the ice sculptures
- Ice Sculpture placed in front of your business (if located Downtown)
- Predominant Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 100,000 views total)

ICE SCULPTURE SPONSOR \$500

- Ice Sculpture Sponsor - naming sponsor of one of the ice sculptures
- Ice Sculpture placed in front of your business (if located Downtown)
- 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

CHILLY SPONSOR \$250

- 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.

SATURDAY, FEBRUARY 27, 2021
NOON-4PM

DOWNTOWN RACINE WINE WALK

SPONSORSHIP OPPORTUNITIES



MAY 1 & 8 AND OCTOBER 9 & 16

SPONSORSHIP INCLUDES ALL 4 DATES!

PRESENTING SPONSOR \$2,000

- Predominant Logo as presenting sponsor in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 300,000 views total)
- Predominant logo on banner placed prominently in Downtown during all Wine Walk
- Vendor space at Crosswalk Park (10ft x 10ft, optional, must bring own table)
- Opportunity to put flyer or item of your choice into all Wine Walk bags (1,600 bags)

SILVER SPONSOR \$1,000

- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 300,000 views total).
- Logo on banner placed prominently in Downtown during Wine Walk
- Vendor space (10ft x 10ft, optional, must bring own table)
- Opportunity to put flyer or item of your choice into all Wine Walk bags (1,600 bags)

BRONZE SPONSOR \$500

- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc.)
- Name on banner placed prominently in Downtown during Wine Walk

FRIEND SPONSOR \$250

- Opportunity to put flyer or item of your choice into all Wine Walk bags (1,600 bags)
- Name recognition in DRC e-newsletter and Facebook, etc.

LIVE MUSIC FRIDAYS: JUNE 25-AUG 27, 2021

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 as many dates as you would like.

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 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 SPONSOR \$100

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

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 as many dates as you would like.

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 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 SPONSOR \$100

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

SATURDAY, SEPTEMBER 18 | NOON-7PM

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' premium location 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' premium location 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' premium 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.

DOWNTOWN CANDY



CRAWL

**OCT 23 AND 30, 2021 | NOON-3PM
AT 30+ DOWNTOWN LOCATIONS**

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 during Candy Crawls

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 Crosswalk Park during Candy Crawls

FRIEND OF CANDY CRAWL \$100

- Name recognition on website, DRC e-newsletter and social media marketing of event

NOVEMBER 6, 2021



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$2,000

- Predominant Logo as presenting sponsor in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 300,000 views total)
- Predominant logo on banner placed prominently in Downtown during Beer and Bacon Walk
- Vendor space at Crosswalk Park (10ft x 10ft, optional, must bring own table)
- Opportunity to put flyer or item of your choice into all Beer and Bacon Walk bags (700 bags)

SILVER SPONSOR \$1,000

- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 300,000 views total).
- Logo on banner placed prominently in Downtown during Beer and Bacon Walk
- Vendor space (10ft x 10ft, optional, must bring own table)
- Opportunity to put flyer or item of your choice into all Beer and Bacon Walk bags (700 bags)

BRONZE SPONSOR \$500

- Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc.)
- Name on banner placed prominently in Downtown during Beer and Bacon Walk

FRIEND SPONSOR \$250

- Opportunity to put flyer or item of your choice into all Beer and Bacon Walk bags (700 bags)
- Name recognition in DRC e-newsletter and Facebook, etc.

SATURDAY, NOVEMBER 13, 2021 AT 5:30PM



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)

SATURDAY, NOVEMBER 20, 2021 | 2PM-8PM

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)

SILVER SPONSOR \$500

- 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)

BRONZE SPONSOR \$250

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



SPONSORSHIP OPPORTUNITIES SATURDAY, DECEMBER 11, 2021

Major SPONSOR \$500

- Prominent logo will appear on print/online/banners related marketing and advertisements (total marketing reach of 100,000+ impressions)
- Prominent logo in quarter page ad Journal Times
- Prominent logo will appear on Kris Kringle map of locations
- Prominent logo will appear on Kris Kringle map of locations

SILVER SPONSOR \$250

- Logo will appear on print/online/banners related marketing and advertisements (total marketing reach of 100,000+ impressions, 2 newspaper print ads)
- Logo in quarter page ad Journal Times
- Logo will appear on Kris Kringle map of locations

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.

CHILI ICE WALK \$ _____

WINE WALK \$ _____

MUSIC ON THE MONUMENT \$ _____

SATURDAY SOUNDS \$ _____

PARTY ON THE PAVEMENT \$ _____

BEER AND BACON WALK \$ _____

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