

DOWNTOWN
RACINE
CORPORATION

**2023 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 25



MARCH 18



APRIL 22



MAY 5-OCTOBER 6



JUNE 16 - AUGUST 25



JUNE 17 - AUGUST 26



SEPTEMBER 16



OCTOBER 21 & 28



NOVEMBER 18



NOVEMBER 4



MAY 6 & 13 AND OCTOBER 7 & 14



NOVEMBER 11



DECEMBER 9

DOWNTOWN CHILI ICE WALK

ICE CARVING • CHILI • SCAVENGER HUNT

SPONSORSHIP OPPORTUNITIES

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 materials (including posters, print & online ads, website, DRC e-newsletter, Facebook)
- Featured posts on all social media platforms highlighting your business

FRIEND SPONSOR \$100

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

SATURDAY, FEBRUARY 25, 2023
NOON-4PM



••• **ST. PATRICK'S DAY** •••

PARADE

SATURDAY, MARCH 18 AT NOON

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)
- Complimentary parade entry to promote your business (optional)

LEPRECHAUN SPONSOR \$250

- Name recognition in printed materials (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)



DOWNTOWN CANDY HOP

APRIL 22, 2023

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 in front of DRC office

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 in front of DRC office

FRIEND OF CANDY CRAWL \$100

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

MAY 5, JUNE 2, JULY 7, AUG. 4, SEPT. 1, OCT. 6, 2023

★ *Downtown Racine* ★

FIRST FRIDAYS

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSOR \$1,500

- Prominent logo on 5,000 palm cards distributed May-Oct
- Prominent Logo recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 300,000 views total) from May-Oct.
- Up to 10' x 10' will be made available to you on Monument Square 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 300,000 views total) from May-Oct.
- Up to 10' x 10' will be made available to you on Monument for exhibit/display on date of your choice.

PARTICIPATING SPONSOR \$250

- Name recognition in all printed materials (including posters, print & online ads, website, DRC e-newsletter, Facebook, etc. (over 300,000 views total) from May-Oct.

FRIEND SPONSOR \$100

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

WEEKLY LIVE MUSIC JUNE 16-AUG. 25, 2023

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)
- 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)

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)
- 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)

FRIEND SPONSOR \$100

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

SATURDAY, SEPTEMBER 16 | 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 on Monument Square 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 on Monument Square 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 location on Monument Square to showcase product or service if desired.

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. (total marketing reach of over 100,000 impressions).

DOWNTOWN CANDY



OCT 21 & 28, 2023

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 in front of DRC office

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 in front of DRC office

FRIEND OF CANDY CRAWL \$100

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

NOVEMBER 4, 2023



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 in front of DRC office (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 in front of DRC office (10ft x 10ft, optional, must bring own table)

BRONZE SPONSOR \$500

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

FRIEND SPONSOR \$250

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

SATURDAY, NOVEMBER 11, 2023



SPONSORSHIP OPPORTUNITIES

PRESENTING 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)

FIREWORKS SPONSOR \$1,000

- 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)
- 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)

SATURDAY, NOVEMBER 18, 2023

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'x10' area to showcase product in front of DRC office

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 in front of DRC office

BRONZE SPONSOR \$250

- Name will appear on all marketing and advertisements

DOWNTOWN RACINE WINE WALK

SPONSORSHIP OPPORTUNITIES



MAY 6 & 13 AND OCTOBER 7 & 14

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 in front of DRC office
- 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 in front of DRC office

BRONZE SPONSOR \$500

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

FRIEND SPONSOR \$250

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



SPONSORSHIP OPPORTUNITIES SATURDAY, DECEMBER 9, 2023

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

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

2023 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 \$ _____

ST. PATRICK'S DAY PARADE \$ _____

CANDY HOP \$ _____

FIRST FRIDAYS \$ _____

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 _____

PHONE _____

EMAIL _____

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, WI 53403
Or give us a call, and we will personally pick it up!
Office: 262-634-6002 | events@racinedowntown.com