

DOWNTOWN
RACINE
CORPORATION

2024 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 24



MARCH 16



APRIL 6



MAY 3-OCTOBER 4



JUNE 6 - AUGUST 29



JUNE 28 - AUGUST 23



JUNE 29 - AUGUST 24



SEPTEMBER 21



OCTOBER 19 & 26



NOVEMBER 16



NOVEMBER 2



MAY 4 & 11 AND OCTOBER 5 & 12



NOVEMBER 9



DECEMBER 14

DOWNTOWN CHILI ICE WALK

ICE CARVING • CHILI • SCAVENGER HUNT

SATURDAY, FEBRUARY 24, 2024 • NOON-4PM

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 promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Featured posts on all social media platforms highlighting your business

CHILI SPONSOR \$250

- Name recognition in all materials (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Featured posts on all social media platforms highlighting your business

FRIEND SPONSOR \$100

- Name recognition in social media, e-newsletters and event signage

EVENT ATTENDANCE 3,000+ • SOCIAL MEDIA FOLLOWERS 30,000+



DOWNTOWN
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PLEASE CONTACT US IF YOU WOULD LIKE TO BE A SPONSOR!

Call 262-634-6002 or Lisa: LShockley@racinedowntown.com or

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• • • **ST. PATRICK'S DAY** • • •
PARADE

**SATURDAY,
MARCH 16, 2024
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 in all printed materials (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 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 (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Complimentary parade entry to promote your business (optional)

LEPRECHAUN SPONSOR \$250

- Name recognition in printed materials (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 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)

PARADE ATTENDANCE 3,500+ • SOCIAL MEDIA FOLLOWERS 30,000+



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DOWNTOWN CANDY HOP

APRIL 6, 2024

AT 30+ DOWNTOWN LOCATIONS

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$500

- Prominent Logo in all marketing (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Up to 20' x 10' will be made available to you in front of DRC office

CANDY SPONSOR \$250

- Logo recognition in all marketing (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Up to 10' x 10' will be made available to you in front of DRC office

FRIEND OF CANDY HOP \$100

- Name recognition in social media, e-newsletters and event signage

EVENT ATTENDANCE 1,500+ • SOCIAL MEDIA FOLLOWERS 30,000+



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MAY 3, JUNE 7, JULY 5, AUG. 2, SEPT. 6, OCT. 4, 2024

★ *Downtown Racine* ★

FIRST FRIDAYS

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSOR \$1,500

- Prominent logo on 5,000 palm cards distributed May-Oct
- Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 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 promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Up to 10' x 10' will be made available to you on Monument for exhibit/display on two dates of your choice.

FF PARTICIPATING SPONSOR \$250

- Name recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)

FF FRIEND SPONSOR \$100

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

EVENT ATTENDANCE 20,000+ • SOCIAL MEDIA FOLLOWERS 30,000+



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**2024: JUNE 6, JUNE 20, JULY 11,
JULY 25, AUG. 1, AUG. 15 AND AUG. 29**



SPONSORSHIP OPPORTUNITIES

HARBOR SPONSOR \$500

- Prominent logo on 5,000 palm cards distributed throughout the summer.
- Prominent Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Vendor Space will be made available to you for exhibit/display on up to four dates.

MARKET SPONSOR \$250

- Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Vendor Space will be made available to you for exhibit/display on up to two dates.

FRIEND SPONSOR \$100

- Name recognition in social media, e-newsletters and event signage

EVENT ATTENDANCE 8,000+ • SOCIAL MEDIA FOLLOWERS 30,000+



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WEEKLY FRIDAYS JUNE 28-AUG. 23, 2024

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 promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 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 promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Up to 10' x 10' will be made available to you for exhibit/display up to 3 dates.

PARTICIPATING SPONSOR \$250

- Name in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)

FRIEND SPONSOR \$100

- Name recognition in social media, e-newsletters and event signage

EVENT ATTENDANCE 1,000+ • SOCIAL MEDIA FOLLOWERS 30,000+



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LIVE MUSIC SATURDAYS JUNE 29-AUG. 4, 2024

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 promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 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 promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Up to 10' x 10' will be made available to you for exhibit/display up to 3 dates.

PARTICIPATING SPONSOR \$250

- Name in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)

FRIEND SPONSOR \$100

- Name recognition in social media, e-newsletters and event signage

EVENT ATTENDANCE 1,000+ • SOCIAL MEDIA FOLLOWERS 30,000+



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SATURDAY, SEPTEMBER 21, 2024

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).
- Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 20'x20' premium location on Monument Square to showcase product or service if desired.

FIESTA SPONSOR \$3,000

- Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 20'x20' premium location on Monument Square to showcase product or service if desired.
- Prominent banner placements throughout event, (banners supplied by sponsor).

PARTY SPONSOR \$1,000

- Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 20'x20' premium location on Monument Square to showcase product or service if desired.
- One banner placement throughout event, (banners supplied by sponsor).

CELEBRATION SPONSOR \$500

- Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 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).

EVENT ATTENDANCE 20,000+ • SOCIAL MEDIA FOLLOWERS 30,000+



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OCT 19 & 26, 2024
AT 30+ DOWNTOWN LOCATIONS

DOWNTOWN **CANDY** CRAWL

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$500

- Prominent Logo in all marketing (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Up to 20' x 10' will be made available to you in front of DRC office

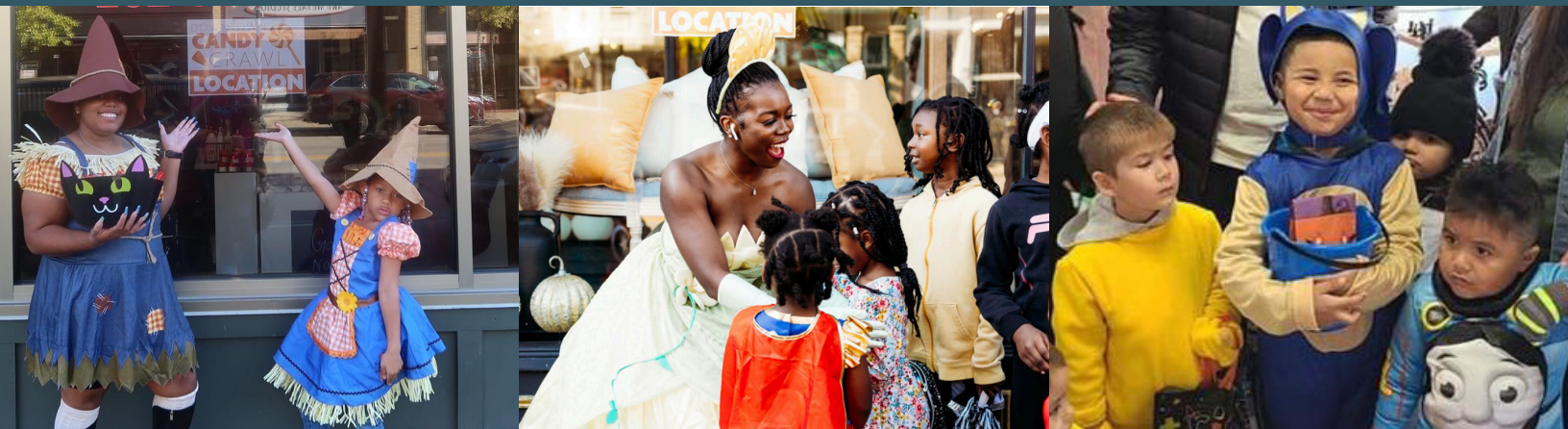
CANDY SPONSOR \$250

- Logo recognition in all marketing (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Up to 10' x 10' will be made available to you in front of DRC office

FRIEND OF CANDY CRAWL \$100

- Name recognition in social media, e-newsletters and event signage

EVENT ATTENDANCE 3,000+ • SOCIAL MEDIA FOLLOWERS 30,000+



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NOVEMBER 2, 2024



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$1,000

- Prominent logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Prominent logo on signage placed prominently in Downtown during Beer and Bacon Walk
- Opportunity to put flyer or item of your choice into all Beer and Bacon Walk bags (500 bags)

BRONZE SPONSOR \$500

- Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Name on sign placed prominently in Downtown during Beer and Bacon Walk

FRIEND SPONSOR \$100

- Name recognition in social media, e-newsletters and event signage

EVENT ATTENDANCE 500+ • SOCIAL MEDIA FOLLOWERS 30,000+



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SATURDAY, NOVEMBER 9, 2024



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$1,500

- Prominent Logo will be featured on a banner that will appear in the parade.
- Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Prominent logo 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 promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Featured as sponsor of the fireworks show in over 30 social posts
- Complimentary parade entry to promote your business (optional)

SILVER SPONSOR \$500

- Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 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)

EVENT ATTENDANCE 5,000+ • SOCIAL MEDIA FOLLOWERS 30,000+



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SATURDAY, NOVEMBER 16, 2024

Ladies **NIGHT OUT** DOWNTOWN RACINE SPONSORSHIP OPPORTUNITIES

MAJOR SPONSOR \$1,000

- Prominent logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- One banner placement at event. (banners supplied by sponsor)

SILVER SPONSOR \$500

- Logo will appear on print/online/banners related marketing and advertisements (total marketing reach of 100,000+ impressions)

BRONZE SPONSOR \$250

- Name will appear on all marketing and advertisements

EVENT ATTENDANCE 800+ • SOCIAL MEDIA FOLLOWERS 30,000+



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2024: MAY 4, 11 AND OCTOBER 5 & 12

DOWNTOWN RACINE WINE WALK

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$2,000

- Predominent logo in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Predominent logo on signage placed prominently in Downtown during all Wine Walks
- Vendor space in front of DRC office (optional)
- 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 promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- 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)
- Name on signage placed prominently in Downtown during Wine Walk

FRIEND SPONSOR \$250

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

EVENT ATTENDANCE 1,600+ • SOCIAL MEDIA FOLLOWERS 30,000+



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SATURDAY, DECEMBER 14, 2024



SPONSORSHIP OPPORTUNITIES

KRINGLE SPONSOR \$500

- Prominent logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Prominent logo will appear on Kris Kringle map of locations and signage throughout Downtown

SILVER SPONSOR \$250

- Logo recognition in all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. 100,000+ views)
- Logo will appear on Kris Kringle map of locations

EVENT ATTENDANCE 350+ • SOCIAL MEDIA FOLLOWERS 30,000+



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2024 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!

- | | |
|--|---|
| <input type="checkbox"/> CHILI ICE WALK \$ _____ | <input type="checkbox"/> SATURDAY SOUNDS \$ _____ |
| <input type="checkbox"/> ST. PATRICK'S DAY PARADE \$ _____ | <input type="checkbox"/> PARTY ON THE PAVEMENT \$ _____ |
| <input type="checkbox"/> CANDY HOP \$ _____ | <input type="checkbox"/> BEER AND BACON WALK \$ _____ |
| <input type="checkbox"/> FIRST FRIDAYS \$ _____ | <input type="checkbox"/> CANDY CRAWL \$ _____ |
| <input type="checkbox"/> RACINE HARBOR MARKET \$ _____ | <input type="checkbox"/> HOLIDAY PARADE \$ _____ |
| <input type="checkbox"/> WINE WALK \$ _____ | <input type="checkbox"/> LADIES NIGHT OUT \$ _____ |
| <input type="checkbox"/> MUSIC ON THE MONUMENT \$ _____ | <input type="checkbox"/> KRIS KRINGLE TOUR \$ _____ |

NAME _____

BUSINESS NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

PAYMENT METHOD: YOUR DONATION IS TAX DEDUCTIBLE

- | | |
|--|--|
| <input type="checkbox"/> CHECK ENCLOSED FOR \$ _____ | <input type="checkbox"/> 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