

# DOWNTOWN RACINE CORPORATION

Our downtown is more than just a place—it's the heartbeat of our community. Every event we host brings vibrancy to our streets, supports local businesses, and creates lasting memories for everyone who visits. As a nonprofit, we depend on the generosity and partnership of sponsors like you to keep these events going strong, helping to make our downtown a lively and thriving destination year-round. We invite you to join us in this mission, investing in a vibrant, welcoming downtown that benefits us all.

## 2025 EVENT SPONSORSHIP OPPORTUNITIES



JANUARY 18



FEBRUARY 22



MARCH 8



MARCH 15



MARCH 29



APRIL 12



MAY 2-DEC 5



MAY 3 & 10 AND OCTOBER 4 & 11



MAY 23 & SEPTEMBER 12



MAY 29 - AUGUST 21



JUNE 27 - AUGUST 29



JUNE 28 - AUGUST 30



SEPTEMBER 20



OCTOBER 25



NOVEMBER 1



NOVEMBER 8



NOVEMBER 15



DECEMBER 13



SATURDAY, JANUARY 19, 2025 • 1PM-6PM

Join us for the Burr Crawl, a unique pub crawl where attendees sip on warm, spiked cocktails like mulled wine, Irish coffee, and warm old fashioned at various downtown venues. Enjoy free shuttle service between destinations, making it easy to stay cozy while exploring the best of Downtown Racine's nightlife. Don't miss this fun and festive way to warm up and support local businesses this winter!

## SPONSORSHIP OPPORTUNITIES

### HOT COCKTAIL SPONSOR – \$500

- Exclusive naming rights to one of the featured hot spiked cocktails (e.g., Mulled Wine, Irish Coffee, Warm Old Fashioned) with your business name highlighted at the serving location.
- Logo placement on event signage at the bar or venue serving your sponsored cocktail.
- Prominent recognition across all event promotions, including print and online ads, website, e-newsletter, and social media platforms (Facebook, Instagram, etc.), reaching over 100,000 views.
- Dedicated social media spotlight featuring your business and support for the "Burr Crawl."
- Opportunity to include promotional materials (e.g., flyers or coupons) in the event shuttle or participant materials.

### SHUTTLE SPONSOR – \$250

- Logo prominently displayed on the event shuttle, offering free rides to attendees between participating venues.
- Recognition in event promotions, including print and online ads, website, e-newsletter, and social media platforms (Facebook, Instagram, etc.), reaching over 100,000 views.
- Social media spotlight showcasing your business and support for the "Burr Crawl."

### PROUD PARTNER MENTION – \$100

- Name recognition featured on social media, e-newsletters, and event signage, acknowledging your support for the "Burr Crawl."



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# DOWNTOWN CHILI ICE WALK

ICE CARVING • CHILI • SCAVENGER HUNT

SATURDAY, FEBRUARY 22, 2025 • NOON-4PM

The Chili Ice Walk is a vibrant, free community event that brings over 3,500 people to Downtown Racine in February, a typically slower month. With free chili tastings at 10+ locations, live ice carving demonstrations, and a fun scavenger hunt for kids, this event draws visitors to explore and support our unique and historic downtown businesses.

## SPONSORSHIP OPPORTUNITIES

### ICE SCULPTURE SPONSOR \$500

- Exclusive naming rights to one of the stunning ice sculptures, with your business name proudly displayed.
- Prime placement of the ice sculpture in front of your business (if located Downtown), drawing foot traffic and attention to your location.
- Prominent logo recognition across all event promotions, including print and online ads, website, e-newsletter, and social media platforms (Facebook, Instagram, etc.)—reaching over 100,000 views.
- Dedicated social media spotlight, with featured posts across all platforms, highlighting your business and support for the event.

### CHILI CHAMPION SPONSOR \$250

- Logo recognition across all event promotions, including print and online ads, website, e-newsletter, and social media platforms (Facebook, Instagram, etc.)—reaching over 100,000 views.
- Dedicated social media spotlight, with featured posts across all platforms, highlighting your business and support for the event.

### PROUD PARTNER MENTION \$100

- Name recognition featured on social media, e-newsletters, and event signage, showcasing your support for the event.



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# DOWNTOWN RACINE ST. PADDY PUB CRAWL

SATURDAY, MARCH 8, 2025 • 3PM-MIDNIGHT

Get your green on and join us for the St. Paddy's Pub Crawl, a lively Irish-themed adventure through Downtown Racine's best bars and pubs. Enjoy festive drinks, great company, and take part in a fun scavenger hunt as you make your way between stops. Celebrate St. Patrick's Day in style while supporting local businesses and embracing the luck of the Irish!

## SPONSORSHIP OPPORTUNITIES

### SIGNATURE DRINK SPONSOR \$500

- Exclusive naming rights to one of the event's signature St. Paddy's-themed cocktails (e.g., Green Beer, Irish Mule, Shamrock Shot), with your business name featured at the serving location.
- Logo placement on event signage at the bar or venue serving your sponsored drink.
- Prominent recognition across all event promotions, including print and online ads, website, e-newsletter, and social media platforms (Facebook, Instagram, etc.), reaching over 100,000 views.
- Dedicated social media spotlight featuring your business and support for the St. Paddy's Pub Crawl.
- Opportunity to include promotional materials (e.g., flyers or coupons) in participant materials or at key locations during the event.

### SHUTTLE SPONSOR SPONSOR \$250

- Logo prominently displayed on the event shuttle(s), offering free rides to attendees between participating venues.
- Recognition in event promotions, including print and online ads, website, e-newsletter, and social media platforms (Facebook, Instagram, etc.), reaching over 100,000 views.
- Social media spotlight showcasing your business and support for the St. Paddy's Pub Crawl.

### LUCKY CLOVER \$100

- Name recognition featured on social media, e-newsletters, and event signage, acknowledging your support for the St. Paddy's Pub Crawl.



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# SATURDAY, MARCH 15, 2025



Downtown Racine's St. Patrick's Parade is a lively celebration packed with Irish spirit, featuring festive floats, dance and band groups, and plenty of shenanigans! Join the fun as the parade brings music, laughter, and joy to the heart of downtown. It's the perfect way to embrace the Irish cheer with family and friends!

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR \$1,500

- 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)



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# SATURDAY, MARCH 29, 2025



Warm up this March with the Soup & Steins tour! Enjoy samples of delicious soups and craft beers from 20 downtown businesses, celebrating Racine's vibrant foodie district while supporting local shops. It's the perfect way to savor comforting flavors and kick off spring shopping in downtown Racine!

## SPONSORSHIP OPPORTUNITIES

### SOUP & STEIN MASTER SPONSOR – \$1,000

- Top logo placement in all event promotions (print, online ads, website, e-newsletter, social media with 100,000+ views)
- Prime logo display on event signage and participant maps
- 8 complimentary tickets to the event
- Opportunity to put branded material into all participant bags (300 items needed)

### BREW & BOWL SPONSOR – \$500

- Logo inclusion in all event promotions (print, online ads, website, e-newsletter, social media with 100,000+ views)
- Logo displayed on participant maps and select event signage
- 4 complimentary tickets to the event
- Opportunity to put branded material into all participant bags (300 items needed)

### SIP & SAMPLE SPONSOR – \$250

- Name recognition on digital promotions (print, online ads, website, e-newsletter, social media with 100,000+ views)
- Logo on participant maps
- Opportunity to put branded material into all participant bags (300 items needed)



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# DOWNTOWN CANDY HOP

## APRIL 12, 2025

The Candy Hop is a free, family-friendly event that brings the community together for an Easter-themed candy giveaway at 30+ downtown businesses. Held each April, it draws over 1,500 attendees to enjoy sweet treats and explore our beautiful, blooming, and vibrant historic downtown.

## SPONSORSHIP OPPORTUNITIES

### PRESENTING CANDY HOP SPONSOR \$500

- Premium logo placement across all event marketing, including print and online ads, website, e-newsletters, and social media platforms (Facebook, Instagram, etc.), with exposure to over 100,000+ views.
- Prime 20' x 10' space in front of the DRC office to showcase your brand and engage with attendees.

### CANDY CHAMP SPONSOR \$250

- Logo featured in all event marketing, including print and online ads, website, e-newsletters, and social media platforms, reaching over 100,000+ views.
- Dedicated 10' x 10' space in front of the DRC office to promote your business during the event.

### FRIEND OF CANDY HOP \$100

- Name recognition across social media, e-newsletters, and event signage, highlighting your support for this popular community event.



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MAY 2, JUNE 6, JULY 11, AUG. 1, SEPT. 5, OCT. 3, NOV. 7, DEC. 5

★ *Downtown Racine* ★

# FIRST FRIDAYS

## 2025 SPONSORSHIP OPPORTUNITIES

First Fridays is an award-winning retail event held on the first Friday of every month from May through December. Recently voted the best retail event in the state, it brings 6,000 people per date during the summer months and 2,000-3,000 in the colder spring and winter months. Each month features a new theme, ensuring there's always something fresh for visitors to enjoy.

**Sponsorship provides your business with promotion across all 8 event dates, offering incredible value and visibility at one of Racine's most beloved community events.**

### TITLE SPONSOR \$1,500

- Prominent logo placement in all event promotions, including print and online ads, website, e-newsletters, and social media platforms (Facebook, Instagram, etc.), reaching 300,000+ views across all 8 event dates.
- Prime 10' x 10' space on Monument Square for your exhibit/display on as many dates as you choose (June-Oct), providing an excellent opportunity for direct engagement.
- Featured logo on 5,000 palm cards distributed throughout downtown all year, ensuring maximum exposure and brand visibility.

### MUSIC HEADLINER SPONSOR \$500

- Logo recognition as the official band sponsor across all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc.), reaching 300,000+ views over all event dates.
- 10' x 10' space on Monument Square for your exhibit/display on two dates of your choice (June-Oct), giving your brand the chance to shine alongside live entertainment.
- Logo featured on 5,000 palm cards distributed throughout the summer for additional exposure.

### COMMUNITY PARTNER SPONSOR \$250

- Name recognition in all event promotions, including print and online ads, website, e-newsletter, and social media (Facebook, Instagram, etc.), reaching 100,000+ views across all 8 event dates.

### DOWNTOWN SUPPORTER \$100

- Name recognition on the DRC website and in the e-newsletter throughout the summer, highlighting your commitment to Downtown Racine and its vibrant community.



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# 2025: MAY 3, 10 AND OCTOBER 4 & 11

## D O W N T O W N R A C I N E WINE WALK

Downtown Racine's Wine Walks are highly popular events held twice in the spring and twice in the fall, attracting 600 attendees each season. These events draw a crowd of affluent participants, primarily women, who enjoy a leisurely afternoon of wine tasting and shopping. With 30 businesses participating, the Wine Walks provide a much-needed economic boost during seasons that often see weaker sales, giving small businesses the opportunity to showcase their products to an enthusiastic and engaged audience.

**Your sponsorship includes all 4 of the Wine Walk dates in 2025!**

### SPONSORSHIP OPPORTUNITIES

#### TITLE SPONSOR \$2,000

- Prominent logo placement across all event promotions for all four Wine Walks, including print & online ads, website, e-newsletters, and social media platforms (Facebook, Instagram, etc.), reaching over 200,000+ views.
- 10 complimentary tickets to the Wine Walks on the dates of your choosing.
- Featured logo on event signage prominently displayed throughout Downtown Racine during each Wine Walk, ensuring maximum visibility.
- Vendor space available in front of the DRC office (optional) for all four dates to engage directly with attendees.
- Exclusive opportunity to include a flyer or branded item in all Wine Walk bags (1,200 bags), extending your reach to every participant.

#### PREMIUM SPONSOR \$1,000

- Logo recognition in all event promotions, including print & online ads, website, e-newsletters, and social media platforms, with a reach of over 200,000+ views.
- 4 complimentary tickets to the Wine Walks on the date of your choosing.
- Opportunity to include a flyer or branded item in all Wine Walk bags (1,200 bags), increasing your brand exposure to a targeted audience.

#### COMMUNITY SPONSOR \$500

- Logo featured in all printed materials (posters, print & online ads, website, DRC e-newsletter, Facebook), promoting your business to a broad audience.
- 2 complimentary tickets to the Wine Walks on the date of your choosing.
- Name displayed on event signage in Downtown Racine during each Wine Walk, giving your brand added visibility.

#### SUPPORTER SPONSOR \$250

- Name recognition in DRC e-newsletters, Facebook posts, and select promotional materials, highlighting your support for this beloved community event.



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**MAY 23 AND SEPT 12, 2025**

# FEAST on the streets

Feast on the Streets is a vibrant culinary event celebrating Downtown Racine's diverse food scene. Held twice a year, in spring and fall, this walking feast invites attendees to explore and savor dishes from 10 local restaurants, offering a taste of Spanish, Mexican, Italian, Irish, Pakistani, Greek cuisine, and more. With each stop, you'll experience a unique flavor that highlights our foodie district's variety and creativity. It's a family-friendly event that brings together community, culture, and cuisine in the heart of downtown.

**Your sponsorship includes recognition and promotion for both event dates!**

## SPONSORSHIP OPPORTUNITIES

### GOURMET SPONSOR - \$1,000

- Top-tier logo placement in all event promotions for both spring and fall dates, including print & online ads, website, e-newsletters, and social media platforms (Facebook, Instagram, etc.), reaching 100,000+ views.
- 8 tickets to the event on the date(s) of your choosing
- Exclusive logo feature on event signage throughout downtown during the festival, ensuring maximum visibility.
- Opportunity to include branded materials in 600 attendee bags, extending your reach to all guests.

### EPICUREAN SPONSOR - \$500

- Logo featured on all event signage and 5,000 palm cards distributed throughout the summer.
- Logo recognition across all event promotions for both dates, including print & online ads, website, e-newsletters, and social media, reaching 100,000+ views.
- 4 tickets to the event on the date(s) of your choosing
- Logo displayed on event signage throughout downtown during both events.

### FOODIE FRIEND \$250

- Name recognition in all event promotions, including print & online ads, website, e-newsletters, and social media for both spring and fall dates.
- Name featured on event signage, highlighting your support for this culinary celebration.

### COMMUNITY SUPPORTER - \$100

- Name recognition on social media and in e-newsletters for both event dates, showcasing your commitment to our downtown foodie district.



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# 2025 DATES: MAY 29, JUNE 12 & 26, JULY 10 & 24, AUG. 7 & 21



## SPONSORSHIP OPPORTUNITIES

The HayMarket, is a lively, family-friendly night market held on Thursdays from 4-7 pm. Discover fresh produce, pre-packaged foods, delicious options from food trucks, and unique goods like honey and jams. Enjoy live music, a beer garden, and a fun, relaxed atmosphere perfect for all ages. Come down to Monument Square for a summer evening filled with local flavors, community, and entertainment!

**Your sponsorship includes all 7 dates of the Harbor Market!**

### **HARBOR SPONSOR \$1,000**

- Prominent logo placement on all event signage, marketing materials, and 5,000 palm cards distributed throughout the summer, maximizing your brand's visibility.
- op-tier logo recognition in all promotions, including print & online ads, website, e-newsletters, and social media platforms (Facebook, Instagram, etc.), reaching over 100,000+ views.
- 10' x 10' prime space on Monument Square for your exhibit/display on as many market dates as you choose, offering a direct connection with attendees.
- Exclusive branding in the beer garden area for added visibility.

### **ANCHOR SPONSOR \$500**

- Logo featured on all event signage and 5,000 palm cards distributed throughout the summer.
- Logo recognition in all event promotions, including print & online ads, website, e-newsletters, and social media platforms, reaching 100,000+ views.
- 10' x 10' space on Monument Square for your exhibit/display on up to 3 market dates.

### **MARKET PARTNER \$250**

- Name recognition on event signage and in all promotions, including print & online ads, website, e-newsletters, and social media platforms, with a reach of over 100,000+ views.
- Acknowledgment as a supporting partner of the live music performances.

### **FRIEND OF THE MARKET \$100**

- Name recognition in social media posts, e-newsletters, and event signage, highlighting your support for this family-friendly market.



# WEEKLY FRIDAYS JUNE 26-AUG. 29, 2025

## Music ON THE MONUMENT

Music on the Monument is a vibrant, free community concert series held in the summer on Fridays from 4:30-7 pm on Monument Square, featuring local bands that showcase the musical diversity of our community. Each event brings around 300 attendees, encouraging people to come downtown to shop, dine, and enjoy the lively atmosphere. With genres ranging from blues and R&B to rock, country, and contemporary, it's a celebration of the arts and the unique spirit of Downtown Racine.

## SPONSORSHIP OPPORTUNITIES

### HEADLINE SPONSOR \$1,000

- Top-tier logo placement across all event promotions, including print & online ads, website, e-newsletters, and social media platforms (Facebook, Instagram, etc.), reaching over 100,000+ views.
- Featured logo on 5,000 palm cards distributed throughout the summer, ensuring your brand is seen by attendees.
- Prime 10' x 10' space available for your exhibit/display on Monument Square for as many dates as you choose, providing ongoing visibility and engagement.

### SPOTLIGHT SPONSOR \$500

- Logo recognition in all event promotions, including print & online ads, website, e-newsletters, and social media platforms, reaching over 100,000+ views.
- Logo featured on 5,000 palm cards distributed throughout the summer for maximum exposure.
- 10' x 10' space on Monument Square for your exhibit/display on up to 3 dates, allowing your brand to shine alongside live performances.

### COMMUNITY SPONSOR \$250

- Name recognition across all event promotions, including print & online ads, website, e-newsletters, and social media platforms, with a reach of over 100,000+ views.

### SUPPORTER SPONSOR \$100

- Name recognition on social media, e-newsletters, and event signage, highlighting your support for this popular summer concert series.



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# LIVE MUSIC SATURDAYS JUNE 28-AUG 30, 2025

## SATURDAY SOUNDS ON THE SQUARE



Saturday Sounds on the Square is a free, community-focused concert series held on Saturdays from 4:30-7 pm at Monument Square. Featuring a diverse lineup of local bands, the event celebrates the musical arts and the vibrant spirit of Downtown Racine. With genres ranging from blues and rock to country, R&B, and contemporary, it draws around 300 people each week, encouraging visitors to explore downtown, shop, and enjoy a meal before or after the show. It's the perfect way to spend a summer evening, supporting local music and businesses.

## SPONSORSHIP OPPORTUNITIES

### MAIN STAGE SPONSOR \$1,000

- Top-tier logo recognition across all event promotions, including print & online ads, website, e-newsletters, and social media platforms (Facebook, Instagram, etc.), reaching over 100,000+ views.
- Prominent logo placement on 5,000 palm cards distributed throughout the summer, ensuring maximum visibility.
- Prime 10' x 10' space on Monument Square for your exhibit/display on as many dates as you choose, offering ongoing engagement with concertgoers.

### ENCORE SPONSOR \$500

- Logo recognition in all event promotions, including print & online ads, website, e-newsletters, and social media platforms, reaching 100,000+ views.
- Logo featured on 5,000 palm cards distributed throughout the summer for consistent brand exposure.
- 10' x 10' space on Monument Square for your exhibit/display on up to 3 dates, allowing you to connect with the audience during live performances.

### COMMUNITY PARTNER \$250

- Name recognition in all event promotions, including print & online ads, website, e-newsletters, and social media platforms, ensuring over 100,000+ views.

### SUPPORTER SPONSOR \$100

- Name recognition on social media, e-newsletters, and event signage, highlighting your support for this popular summer concert series.



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# SATURDAY, SEPTEMBER 20, 2025

# PARTY ON THE PAVEMENT

Party on the Pavement is Southeast Wisconsin's largest street festival, drawing over 15,000 attendees each year to Downtown Racine. This vibrant event features five stages of live music, thrilling BMX shows, dance battles, a classic car show, and hundreds of vendors and food trucks—all completely free to enjoy. It's a full day of excitement, celebrating community, culture, and entertainment on an epic scale.

## SPONSORSHIP OPPORTUNITIES

### STAGE SPONSOR \$5,000

- Exclusive naming rights to one of the two main stages, with a prominent, large banner at the stage, ensuring high visibility.
- Premium banner placements throughout the event venue to maximize exposure (banners provided by sponsor).
- Top-tier logo placement in all event promotions, including print & online ads, website, e-newsletters, and social media, reaching 200,000+ views.
- Prime 20'x20' location on Monument Square to showcase your product or service, allowing direct engagement with festival-goers.

### FIESTA SPONSOR \$3,000

- High-visibility logo placement across all event promotions, including print & online ads, website, e-newsletters, and social media, reaching 200,000+ views.
- 20'x20' premium space on Monument Square to showcase your brand, giving you valuable face time with attendees.
- Banner placements throughout the event venue for enhanced brand recognition (banners provided by sponsor).

### PARTY SPONSOR \$1,000

- Logo recognition across all event promotions, including print & online ads, website, e-newsletters, and social media, reaching 200,000+ views.
- 20'x20' showcase space on Monument Square for product or service display, ensuring engagement with the crowd.
- One event banner placement, adding additional brand visibility (banner provided by sponsor).

### CELEBRATION SPONSOR \$500

- Logo featured in all event promotions, including print & online ads, website, e-newsletters, and social media, reaching 200,000+ views.
- 10'x20' display area on Monument Square for showcasing your product or service, allowing interaction with attendees.

### SILVER SPONSOR \$250

- Name featured on all printed marketing materials and event advertisements, with a total reach of 200,000+ impressions.



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# OCT 25, 2025

## AT 30+ DOWNTOWN LOCATIONS

# DOWNTOWN CANDY CRAWL

Join us for a fun-filled Downtown Trick-or-Treat! Kids and families are invited to trick-or-treat at 30+ downtown businesses, enjoying free treats, face painting, and plenty of Halloween spirit. It's a fantastic, family-friendly event where costumes are encouraged, making for a festive afternoon of safe, community fun!

## SPONSORSHIP OPPORTUNITIES

### SWEET TREAT SPONSOR \$500

- Top-tier logo placement across all event marketing, including print & online ads, website, e-newsletter, and social media (Facebook, Instagram, etc.), reaching 100,000+ views.
- Prime 20' x 10' space in front of the DRC office for your display or exhibit, giving your brand high visibility and direct engagement with attendees.

### CANDY CONNOISSEUR SPONSOR \$250

- Logo recognition across all event promotions, including print & online ads, website, e-newsletter, and social media, reaching 100,000+ views.
- 10' x 10' space in front of the DRC office for your display, connecting your brand with attendees in a prominent location.

### SUGAR SUPPORTER \$100

- Name recognition featured on social media, e-newsletters, and event signage, showcasing your support for this family-friendly event.



# NOVEMBER 1<sup>ST</sup>, 2025

## BEER & BACON WALK

The Beer & Bacon Walk is a unique tasting tour through Downtown Racine, featuring 20 stops where attendees sample craft beers paired with bacon-infused bites like bacon flatbread, bacon jam crostinis, and bacon parmesan stuffed mushrooms. It's a fun, flavorful journey through our historic and hip downtown that draws food and beer enthusiasts. Come enjoy the ultimate culinary adventure in Racine!

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR \$1,000

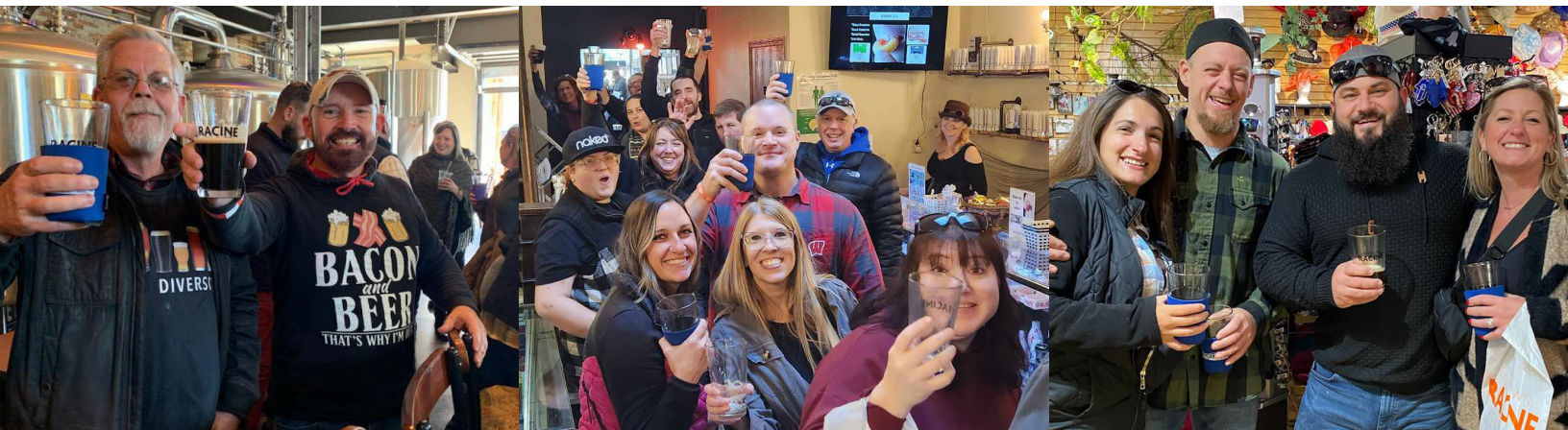
- Prime logo placement across all event promotions, including print & online ads, website, e-newsletters, and social media platforms (Facebook, Instagram, etc.), reaching 100,000+ views.
- 8 tickets to the event.
- Featured logo on prominent event signage throughout Downtown during the Beer and Bacon Walk, giving your brand maximum exposure.
- Exclusive opportunity to include a flyer or branded item in all Beer and Bacon Walk bags (500 bags), directly reaching each attendee.

### BACON LOVER SPONSOR \$500

- Logo recognition in all event promotions, including print & online ads, website, e-newsletters, and social media platforms, reaching 100,000+ views.
- 4 tickets to the event.
- Name displayed on event signage throughout Downtown during the Beer and Bacon Walk, enhancing your brand's visibility.

### COMMUNITY SPONSOR \$100

- Name recognition on social media, e-newsletters, and event signage, showcasing your support for this popular event.



DOWNTOWN  
**RACINE**  
CORPORATION

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

Call 262-634-6002 or Email Ann: [ABrennan@racinedowntown.com](mailto:ABrennan@racinedowntown.com) or

Kelly: [kkfuse@racinedowntown.com](mailto:kkfuse@racinedowntown.com) or Yolanda: [eventsmanager@racinedowntown.com](mailto:eventsmanager@racinedowntown.com)



# SATURDAY, NOVEMBER 8, 2025



The Downtown Racine Holiday Parade is a festive community tradition bringing holiday cheer to all. With dazzling floats, live music, and a special tree lighting ceremony, the event lights up downtown and ushers in the holiday season. Join us for an evening of celebration, capped off by a spectacular fireworks display!

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR \$1,500

- Prominent logo placement on a banner displayed during the parade, ensuring visibility throughout the event.
- Top-tier logo recognition across all event promotions, including print & online ads, website, e-newsletters, and social media platforms (Facebook, Instagram, etc.), reaching 100,000+ views.
- Prominent recognition as the presenting parade sponsor, with logo featured in 20+ social media posts
- Complimentary parade entry to promote your business and showcase your brand in the festivities (optional).

### FIREWORKS SPONSOR \$1,000

- Logo recognition in all event promotions, including print & online ads, website, e-newsletters, and social media, reaching 100,000+ views.
- Prominent recognition as the fireworks sponsor, with logo featured in 20+ social media posts highlighting your support of the fireworks show.
- Complimentary parade entry for your business, offering the chance to connect directly with attendees (optional).

### COMMUNITY SPONSOR \$500

- Logo recognition across all event promotions, including print & online ads, website, e-newsletters, and social media platforms, ensuring broad visibility.
- Complimentary parade entry for your business, allowing you to participate and promote your brand during the parade (optional).

### HOLIDAY CHEER SPONSOR \$250

- Name recognition in all print and digital promotions, including event ads, website, DRC e-newsletters, and social media platforms, showcasing your support.
- Complimentary parade entry for your business, giving you the opportunity to join the parade and increase brand awareness (optional).

### FRIEND OF THE PARADE - \$100

- Name recognition in select social media posts, e-newsletters, and on event signage, highlighting your support for this beloved community event.



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Kelly: [kkruse@racinedowntown.com](mailto:kkruse@racinedowntown.com) or Yolanda: [eventsmanager@racinedowntown.com](mailto:eventsmanager@racinedowntown.com)

# SATURDAY, NOVEMBER 15, 2025

## Ladies DAY OUT DOWNTOWN RACINE

Ladies are invited to shop, dine, and drink their way through Downtown Racine! With each purchase, participants draw a card – pull a Queen and win a Golden Ticket! Tickets can be exchanged for a swag bag valued at \$25+, plus entry into a drawing for one of 10 prize packs.

Throughout the day, enjoy half-price first drinks at participating bars and special retail offers like free gifts, samples, and prize opportunities. It's a day filled with fun, treats, and queenly perks!

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR \$1,000

- Top-tier logo placement across all promotions (print & online ads, website, e-newsletter, Facebook, Instagram, etc. with 100,000+ views)
- Exclusive banner placement at the event (banner provided by sponsor)
- Recognition as Presenting Sponsor on the event's landing page with a clickable link to sponsor's website
- Opportunity for a branded activation at the event (sampling booth, giveaway table, etc.)

### GOLD SPONSOR \$500

- Highlighted logo in print/online ads, banners, and social media posts (100,000+ impressions)
- Logo displayed at two prominent event locations
- Acknowledgment in event press release as Gold Sponsor

### COMMUNITY SPONSOR \$250

- Name recognition on all promotional materials and ads
- Social media shoutout thanking the sponsor for their support
- Name displayed at the event's check-in or registration area



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Kelly: [kkruise@racinedowntown.com](mailto:kkruise@racinedowntown.com) or Yolanda: [eventsmanager@racinedowntown.com](mailto:eventsmanager@racinedowntown.com)



# SATURDAY, DECEMBER 13, 2025



Experience the magic of the holidays at the Kris Kringle Tour! Stroll through Downtown Racine and enjoy sampling kringle flavors at over 30 participating businesses, all while supporting local shops. Santa Claus, Mrs. Claus, and even the Grinch will be joining the fun, spreading holiday cheer and taking photos with families. It's a festive day of treats, holiday shopping, and joyful memories for the whole family!

## SPONSORSHIP OPPORTUNITIES

### **NORTH POLE SPONSOR \$500**

- Top-tier logo recognition in all event promotions (print, online ads, website, e-newsletter, social media with 100,000+ views)
- Prominent logo placement on the Kris Kringle map of locations and throughout downtown event signage
- Acknowledgment as a North Pole Sponsor in the event press release and social media

### **CANDY CANE SPONSOR \$250**

- Logo recognition in all event promotions (print, online ads, website, e-newsletter, and social media)
- Logo featured on the Kris Kringle map of tasting locations
- Mention as a Candy Cane Sponsor on social media posts



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# 2025 SPONSORSHIP APPLICATION

As a nonprofit, we rely on the support and partnership of sponsors to fulfill our mission of building a thriving, vibrant downtown. We're always seeking like-minded partners who are committed to high-impact events and ready to invest in a dynamic, welcoming community.

## YES! I WANT TO SPONSOR!

- |                                                            |                                                         |
|------------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> BURR CRAWL \$ _____               | <input type="checkbox"/> HAY-MARKETS \$ _____           |
| <input type="checkbox"/> CHILI ICE WALK \$ _____           | <input type="checkbox"/> MUSIC ON THE MONUMENT \$ _____ |
| <input type="checkbox"/> ST. PADDY'S PUB CRAWL \$ _____    | <input type="checkbox"/> SATURDAY SOUNDS \$ _____       |
| <input type="checkbox"/> ST. PATRICK'S DAY PARADE \$ _____ | <input type="checkbox"/> PARTY ON THE PAVEMENT \$ _____ |
| <input type="checkbox"/> SOUP & STEINS \$ _____            | <input type="checkbox"/> CANDY CRAWL \$ _____           |
| <input type="checkbox"/> CANDY HOP \$ _____                | <input type="checkbox"/> BEER AND BACON WALK \$ _____   |
| <input type="checkbox"/> FIRST FRIDAYS \$ _____            | <input type="checkbox"/> HOLIDAY PARADE \$ _____        |
| <input type="checkbox"/> WINE WALKS \$ _____               | <input type="checkbox"/> LADIES DAY OUT \$ _____        |
| <input type="checkbox"/> FEAST ON THE STREETS \$ _____     | <input type="checkbox"/> KRIS KRINGLE TOUR \$ _____     |

NAME \_\_\_\_\_

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

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

## PAYMENT METHOD:

☐ CHECK ENCLOSED FOR \$ \_\_\_\_\_

☐ PLEASE SEND INVOICE



SCAN QR CODE TO PAY  
SECURELY ONLINE OR VISIT:  
[BIT.LY/DOWNTOWNSPONSORSHIP](https://bit.ly/downtownsponsorship)

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

EXPIRATION \_\_\_\_\_

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

SIGNATURE \_\_\_\_\_

**YOUR DONATION IS TAX DEDUCTIBLE**

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](mailto:events@racinedowntown.com)