

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.



DOWNTOWN
RACINE
CORPORATION

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

Call 262-634-6002 or Email Ann: ABrennan@racinedowntown.com or

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