

SPONSORSHIP OPPORTUNITIES



July 27-28-29, 2018

KENOSHA, WISCONSIN

www.tasteofwi.com



WELCOME

The Kiwanis Club of Western Kenosha proudly presents the **10th Annual Taste of Wisconsin**, a one-of-a-kind festival celebrating the best of Wisconsin foods and beverages. Of course Wisconsin is well known for its superb cheese, brats and beer, and this event certainly showcases the best in those categories. But Taste of Wisconsin also brings to its guests an immense array of foods and beverages that are true Wisconsin specialties. Unlike other festivals that celebrate a particular food or beverage category, Taste of Wisconsin brings the tastes, flavors and cultures of Wisconsin together in one amazing three-day celebration on the beautiful shore of Lake Michigan.

In addition to the many opportunities to taste, sample, buy and enjoy all the flavors of Wisconsin, guests will also be treated to a wide variety of live music and entertainment, chef demonstrations, children's activities and more. Taste of Wisconsin offers FREE admission, so it's a family and budget-friendly choice for a summer weekend getaway.



Taste of Wisconsin is a major fundraiser for local charities served by the Kiwanis Club of Western Kenosha. Its fundraising efforts are dedicated to providing a better quality of life for area youth, elderly and disadvantaged through programs such as Terrific Kids and Youth Baseball, as well as shelter and food pantry programs. Sponsor support is a critical element in the production of Taste of Wisconsin, as all proceeds in excess of operational expenses benefit our chosen charities. We hope you will consider joining us in 2018 for this most tasteful event in Kenosha!

2017 EVENT HIGHLIGHTS

- Attendance over 43,000
- Over 50 food, beverage and other "taste" related vendors from Kenosha and throughout Wisconsin
- More than 80 live musical acts on four sponsored Music Stages
- Chef demonstrations and workshops in the sponsored Demo Center
- Dedicated Kidzone offering music, dance, arts & crafts, face painting, demos, and a variety of children's activities
- Over 30,000 visits to www.TasteofWi.com
- Almost 5,000 "likes" or fans on Taste of Wisconsin Facebook page.
- Over a dozen earned media placements in local and regional markets including Milwaukee and Chicago.

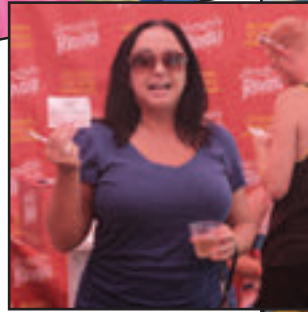


From the Taste of Wisconsin Facebook page

SPONSOR BENEFITS

Taste of Wisconsin welcomes you to choose a level of sponsorship to fit your particular business or organization's needs. Choose an established dollar amount and naming rights as outlined below or let us know you're interested in a customized sponsorship program and we'll tailor one for you. **All Major Sponsorships will be included in marketing and advertising efforts, such as:**

- Logo in pre-event advertising and marketing via print, radio, social media, and internet mediums throughout the Midwest
- Premium logo placement and link on event website
- Tailored pre-event and on-site cross promotional opportunities
- On-site brand visibility via site signage
- Complimentary 10x10 tent or customized exhibit space



MAJOR SPONSORSHIP LEVELS

- Presenting Sponsor - \$10,000
- Acoustic Wine Garden & Stage - \$5,000
Main Entrance
- Demo Center Sponsor - \$5,000
- KidZone Sponsor - \$2,500
- Beverage Gardens - \$2,500 (3 available)
- Music Stages - \$2,500 (3 available)
- K-9 Demo Area - \$2,000
- Oversize Trailer Sponsor - \$2,000
Your company trailer located on the grounds
- Big Cheese Sponsor - \$1,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Taste of Wisconsin - Givaways - Starting at \$1,500
Your logo prominently displayed on Taste Of Wisconsin giveaways such as pizza cutters, bottle openers and bags
- Map Sponsor - \$1,500 Your company logo on several thousand event maps
- Volunteer Shirt Sponsor - \$1,500 Your company logo displayed on the crest or sleeve of 100+ volunteers shirts
- Parking Lot Sponsor - \$500 (3 available - 1 per day) Includes banner at lot entrance and your logo and link on our website



PROMOTIONAL OVERVIEW

- Attendance Goal – 48,000
- Enhanced website - www.tasteofwi.com
- Print advertising in Milwaukee and Chicago, plus Kenosha, Racine, Walworth, and Lake Counties
- Online advertising and e-marketing targeting Wisconsin and Illinois households
- Enhanced social media campaign including Facebook, Twitter and Instagram
- Cross promotional activities through vendors, sponsors, and local and state agencies including the Kenosha Area Convention & Visitors Bureau and Wisconsin Department of Tourism
- News releases and communications with Midwest media outlets



For more information about sponsoring Taste of Wisconsin

SPONSORSHIP CO-CHAIRS:

Mike Leitch
262-496-8912

leitchleitch@gmail.com

Rob Bilger
262-620-1040
robpcmedics@gmail.com

Printing courtesy of Leitch Printing Corp.



“My family looks forward to this event every year...and every year we’re sorry it ends.”

- Aimee C., Facebook



“The BEST thing that I ate at Taste of Wisconsin so far is a Pig Wing! But I can’t wait to try the Portobello & Kale, Tamale tomorrow!”

- Laura G., Facebook



“One of my favorite summer activities.”

- Melissa L., Facebook



“I am so excited! I wish it could be year round! Hello, super yummy food and great live music!”

- Sara M., Facebook



“We were there Friday & Saturday nights, great bands, good time.”

- Larry L., Facebook



“Looks like a good night to EAT. DRINK. REPEAT.”

- Sue L., Facebook



“One of my favorite summer festivals! Great place to taste and beautiful view!”

- @carrieste, Twitter





2018 SPONSORSHIP AGREEMENT

COMPANY NAME: _____

CONTACT PERSON: _____ TITLE: _____

ADDRESS _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL _____

WEB SITE: _____

SPONSORSHIP LEVEL: (PLEASE CHECK ONE)

- | | |
|---|---|
| <input type="checkbox"/> Presenting Sponsor - \$10,000 | <input type="checkbox"/> K-9 Demo Area - \$2,000 |
| <input type="checkbox"/> Demo Center Sponsor - \$5,000 | <input type="checkbox"/> Oversize Trailer Sponsor - \$2,000 |
| <input type="checkbox"/> Acoustic Wine Garden & Stage - \$5,000 | <input type="checkbox"/> Big Cheese Sponsor - \$1,500 |
| <input type="checkbox"/> KidZone Sponsor - \$2,500 | <input type="checkbox"/> Map Sponsor - \$1,500 |
| <input type="checkbox"/> Beverage Gardens - \$2,500 (3 available) | <input type="checkbox"/> Volunteer T-Shirt Sponsor - \$1,500 |
| <input type="checkbox"/> Music Stages - \$2,500 (3 available) | <input type="checkbox"/> Parking Lot Sponsor - \$500 per day
<input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Sunday |
| <input type="checkbox"/> Taste of Wisconsin Giveaways - Starting at \$1,500 | <input type="checkbox"/> Other _____ |

AUTHORIZED SIGNATURE _____

PRINT NAME: _____



Please return your completed Sponsorship Agreement with check made payable to Kiwanis Club of Western Kenosha to:
Kiwanis Club of Western Kenosha / Taste of Wisconsin
PO Box 602 • Kenosha, WI 53141-0602

PROCEEDS FROM TASTE OF WISCONSIN WILL BE DISPERSED TO KENOSHA AREA NOT-FOR-PROFIT ORGANIZATIONS AND PROGRAMS BY THE WESTERN KIWANIS FOUNDATION OF KENOSHA, A 501(C)3 NON-PROFIT FOUNDATION.