

Sponsorship Opportunities

Downtown West Bend is a wonderful destination for shopping, dining, attractions, and entertainment!



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Who We Are!

The Downtown West Bend Association was started in 1955. We are a non-profit community organization whose sole purpose is to SHINE LIGHT on our beautiful downtown West Bend community. The DWBA holds events throughout the year that draw THOUSANDS of visitors. The DWBA does not receive major funding from the City of West Bend or the Business Improvement District. The DWBA relies on wonderful sponsors, hundreds of volunteers, and the DWBA events themselves to continue our mission of offering these great experiences to our community & area businesses.



Just a few of the benefits:

90,000+ visitors enjoy our events each year – over 100,000 touches through social media & websites ~ Exclusive sponsor opportunities at Music on Main (800 – 2000 visitors weekly) ~ Your company's name & logo in ALL the event advertising ~ A booth space available at event ~ Sponsorship opportunities are available for all budgets.

ArtWalk - Over 50 local artists hand paint banners and turn Main Street into an outdoor art gallery. From May – October the banners hang from light posts throughout the downtown for thousands to view throughout the event season. When the banners are taken down, they are hung in City Hall in the main entrance area for 1 year. For \$100.00, your business name is added permanently to the banner(s) and is included in all the promotional materials. Additional sponsorship levels range from \$250.00 - \$500.00

Music on Main - A weekly summer concert series every Thursday night May 29 – September 4. We are in our 20th year of providing entertainment to our community. Your \$1500 sponsorship includes all season long promotion and great event day opportunities. Since you are the only sponsor that week, IT'S YOUR NIGHT! So come prepared for a good time!

Wheels on Main – 2024 had 425+ vehicles on display all along downtown Main Street and surrounding streets. In 2024, thousands of guests from towns across Wisconsin, Michigan & Illinois, came to visit our beautiful downtown, enjoy the vehicles, live music, shopping & restaurants. Sponsorship levels range from \$350-\$1800 and VOLUNTEERS will be accepted & appreciated in lieu of sponsorship funds. To make this event a success we need at least 90 volunteers.

Fall Fest – The coolest Kids' Trick or Treat all year!! Kids dress up in their Halloween costumes and trick or treat up & down Main Street. The businesses provide candy and treats to give to each kiddo. There are kids' activities, a DJ, balloon artists, face painting, pumpkin bowling and more. The event brings in about 2,000 kids and their families. Sponsorship levels range from \$50-\$300.

Farmers' Market - One of the largest Farmers Markets in the state and voted #1 through American Farmland trust 3 years in a row! The Farmers Market offers over 90 Wisconsin vendors any given Saturday. Starting in mid-May – end of October, every Saturday, Rain or Shine. Our market attracts at least 2,000 visitors every week. Be a part of the market for only \$40 per day for up to 6 dates.

Volunteers: Donate your time and talents. The DWBA is always in need of volunteers. Join an event committee, help with an event, or share your talents. Contact ed@downtownwestbend.com or 262-338-3909 for more information.

Do you enjoy these events?

So do your friends, neighbors & potential customers!

To get involved with these wildly popular events, contact DWBA @ 262.338.3909 or ed@downtownwestbend.com

Sponsorship, Donation & Volunteer Opportunities 2024



West Bend Winter Warm-up 2025 January 17, 18 & 19: Guests continue to visit our community until the sculptures melt and are removed.

Event	Price	Description	Total:
Ice Cube Sponsor	\$525.00 divided by up to 3 sponsors (\$525, \$262 or \$175)	<ul style="list-style-type: none"> • Sponsor a 1-block ice sculpture • Company name listed on all social media • Name added to marketing signage • Name & logo listed on Ice Sculpture stand 	
Ice Block Sponsor	\$1000	<ul style="list-style-type: none"> • Sponsor a 2-block ice sculpture • Company name listed on all social media • Name and logo added to marketing signage • Company logo carved into chosen sculpture • Name and logo listed on Ice Sculpture stand 	
Northern Lights Sponsor	\$1500	<ul style="list-style-type: none"> • Sponsor a 40" x 80" interactive ice canvas. Special paint will be provided for attendees to paint the ice canvas. • Company logo carved into base of ice canvas. • Company logo featured on large banner at Old Settlers Park, signage at event, on our website and social media. 	
Iceberg Sponsor	\$3000	<ul style="list-style-type: none"> • Sponsor the ice demo done live at Old Settlers Park by Art Below Zero • Choose the sculpture and have your company logo carved into it • Company logo featured on large banner at Old Settlers Park, signage at event, on our website and social media. 	
Other:			
Total Sponsorship			



Spring Wine Walk Saturday, April 12th, 3pm – 7pm: Wine walks are a fantastic way to show off all that West Bend has to offer. Let us all introduce our new guests to our community & businesses, as we show them just how incredible our downtown is. (400 Guests)

Event	Price	Description	Total:
Wine Stop	\$60.00 Donation	<ul style="list-style-type: none"> • Wine Stop • 400 Guests invited into your business • Name and logo listed on all marketing materials and social media 	
VIP Event Sponsor	\$700	<ul style="list-style-type: none"> • Name and logo featured on 150 stemmed wine glasses given to all VIPs • Name and logo featured on signage, print, digital marketing, website, and social media 	
General Admission Event Sponsor	\$600	<ul style="list-style-type: none"> • Name and logo featured on 250 plastic stemless wine glasses • Name and logo featured on signage, print, digital marketing, website, and social media 	

Volunteer	Licensed Bartender	<ul style="list-style-type: none"> Bartend at 1 of 20 locations Promote your business as you converse with guests 	Free
Volunteer	Register Guests	<ul style="list-style-type: none"> Help Register participating guests Promote your business as you converse with guests Dinner on the DWBA 	Free
Other ways to help:			
Total Sponsorship			



ArtWalk May 3rd, 3:30-6:30pm: 35+ local artists hand paint banners and turn Main Street into an outdoor art gallery. From May – October the banners hang from light posts throughout the downtown for thousands to view throughout the event season. When the banners are taken down, they are hung in City Hall in the main entrance area for 1 year. Thousands of guests throughout May & October. 300 plus guests attend

the Grand Gallery Opening Saturday, May 3rd, 2024, 3:30 -6:30 pm – We hope you can attend; all sponsors are recognized at the event.

<u>Event</u>	<u>Price</u>	<u>Description</u>	<u>Total:</u>
Artwalk Banner Sponsor	\$100.00 (35)	<ul style="list-style-type: none"> Company name permanently adhered to the artist banner Name recognition on the DWBA website Name listed in the custom brochure 	
Artwalk Event Sponsor Entertainment, Direct event expenses, & decorations	\$250.00	<ul style="list-style-type: none"> Business name permanently adhered to 1 Artist banners (\$100.00) Name & logo recognition on the DWBA website Name & logo listed in the custom brochure Name & Logo listed on signage as Major Event sponsor Added to all the Artwalk Banner Project marketing on website, print & social media 	
Award Sponsor First place \$200.00 Second place \$100.00 Student First place \$100.00	500.00	<ul style="list-style-type: none"> Be a Judge at the Grand Galley Opening select artist winners Opportunity to speak at the Grand Gallery Opening Business name permanently adhered to 1 Artist banners (\$100.00) Name & logo recognition on the DWBA website – Award Sponsor Name & logo listed in the custom brochure – Award Sponsor Name & Logo listed on signage as Award Sponsor Added to all the Artwalk Banner Project marketing on website, print & social media 	
Volunteer	Grand Gallery Opening	<ul style="list-style-type: none"> Set-up and tear down for Grand Gallery Opening: Saturday, May 3. (2:30-7:00pm) Event from 3:30pm – 6:30m Help Register participating guests -Explain Auction process Be a member of the Artwalk Banner Project Committee 	Free
Other ways to help:			
Total Sponsorship			



West Bend Farmers Market: Saturdays, May 17th – October 25th, 7:30-11:00am. Listed as Wisconsin #1 Farmers Market 3 years in a row – 2022, 2023 & 2024! Our Market features over 90 vendors featuring a variety of foods and nonfood items. The market includes prepared foods, artisans, crafts & live entertainment scattered throughout the streets of beautiful downtown West Bend. (Averaging weekly guest count 3,000 plus).

<u>Event</u>	<u>Price</u>	<u>Description</u>	<u>Total:</u>
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Farmers Booth Seasonal	\$350.00 Per Stall	<ul style="list-style-type: none"> • (1) 10' x 10' outside booth space • Authentic Wisconsin Farmer • Selling Products produced by farm • See Rules and Regulations 	
Daily Stall	\$40.00 Per Stall	<ul style="list-style-type: none"> • (1) 10' x 10' outside booth space these can be purchased at any time throughout the season • Businesses located outside West Bend • Must sell Food or hand produced products • See Rules and Regulations 	
Community Stall	\$30.00 Per Stall	<ul style="list-style-type: none"> • (1) 10' x 10" outside booth space • These can be purchased any time throughout season when available • Business located in West Bend • Any product can be sold at booth • See Rules and Regulations 	
Business Stall	Free	<ul style="list-style-type: none"> • (1) 10' x 10" outside booth space • These can be used anytime throughout season when available • Brick and Mortar Business located within the Downtown West Bend Bid District • See Rules and Regulations 	Free
Volunteer Group 6-8 people	Farmers Market weekly Host	<ul style="list-style-type: none"> • Set-up Barricades and tear down Barricades (Stipend Paid \$75.00) • Free Booth at Farmers Market • Promote your business as you converse with guests ****Contact the DWBA for more information 	
Entertainment	Volunteer performers	<ul style="list-style-type: none"> • Perform for farmers Market -music, dance, fitness, children's activities, etc.) • 1 of 3 locations to perform ****Contact the DWBA for more information 	
Other:			
Total Sponsorship			



Music on Main: Weekly summer concert series every Thursday night May 29th – Sept 4th from 6:30-9:30pm. We are celebrating our 20th year of providing entertainment to our community! Your \$1500 sponsorship includes all season long promotion and great event day opportunities. Since you are the only sponsor that week, IT'S YOUR NIGHT! So come prepared for a good time! Sponsors for this event will have the first right of refusal each year they sponsor. (Average guests 1,000 plus)

<u>Event</u>	<u>Price</u>	<u>Description</u>	<u>Total:</u>
Music on Main Sponsor (June 5 – August 28)	\$1500.00	<ul style="list-style-type: none"> • Local print media advertising • Press releases to S.E. Wisconsin radio and television stations • Name on event posters distributed to West Bend businesses and area hotels • E-mail newsletter distributed • Ad and listing in the Washington County Visitor's Guide, West Bend Parks & Recreation spring/summer guide • Weekly social media, event, reminders of the event and daily update postings • Promotion on Downtown West Bend's Website 	

Block Party Spotlight Sponsor – May 29 & Sept 4 only	\$5000.00	<ul style="list-style-type: none"> • Presenting sponsor at the event and recognized on all radio interviews • VIP area at The Bend Theater for 16 guests, includes 16 drink and popcorn vouchers for The Bend • 10 drink vouchers for the Beverage Tent and popcorn at The Bend • Name & logo on all pre-event print marketing, including event posters and rack cards. • Name & logo featured on stage side banners and other event signage. • Name & logo on all event digital marketing, including social media, website, and e-newsletters • Invitation to recruit volunteers to help at event • Give away swag with company name & logo can be shared at the beverage tent 	
Block Party Encore Sponsor – May 29 & Sept 4 only	\$3000.00	<ul style="list-style-type: none"> • 10 drink vouchers for the Beverage Tent and popcorn at The Bend • Name & logo on all pre-event print marketing, including event posters and rack cards. • Name & logo featured on stage side banners and other event signage. • Name & logo on all event digital marketing, including social media, website, and e-newsletters • Invitation to recruit volunteers to help at event • Give away swag with company name & logo can be shared at the beverage tent 	
Block Party Rock Star Sponsor – May 29 & Sept 4 only	\$2500.00	<ul style="list-style-type: none"> • Name & logo on all pre-event print marketing, including event posters and rack cards. • Name & logo featured on stage side banners and other event signage. • Name & logo on all event digital marketing, including social media, website, and e-newsletters • Invitation to recruit volunteers to help at event • Give away swag with company name & logo can be shared at the beverage tent 	
Block Party Libation Sponsor – May 29 & Sept 4 only	\$1500.00	<ul style="list-style-type: none"> • Name & logo on all event digital marketing, including social media, website, and e-newsletters • Invitation to recruit volunteers to help at event. Libation sponsor volunteers to serve at the beverage tent • Give away swag with company name & logo can be shared at the beverage tent 	
Volunteer	Set-up, Tear Down, Bartend, Security	<ul style="list-style-type: none"> • Set-up Barricades and tear down Barricades • Free Booth at Event • Promote your business as you converse with guests <p>****Contact the DWBA for more information</p>	Free
Other:			
Total Sponsorship			



Global Fest: Saturday, June 28th & Sunday, June 29th Downtown's newest event in 2025! Global Fest will celebrate cultures and traditions from around the world through food, music, dance, performances, artisans, and more!

Event	Price	Description	Total:
Global Stage Sponsor	\$2,000.00	<ul style="list-style-type: none"> • Company recognized during any radio or TV interviews • Name & logo listed prominently on large banner that will be hung by the stage • Name & logo listed in passport, all marketing, website & social media • Name & logo added prominently to marketing signage during event • 50 drink vouchers for employees to use at the Bier Garten tent on either date 	
Bier Garten Sponsor	\$1500.00	<ul style="list-style-type: none"> • Company will be able to recruit staff to be volunteer bartenders for certain shifts during the event and are invited to promote their company through wearing their t-shirts and handing out company swag • Complimentary drink per volunteer during their shift • Name & logo listed prominently in event passport, marketing, website & social media • Name & logo added prominently to marketing signage during event 	
Entertainment Sponsor	\$500.00	<ul style="list-style-type: none"> • Company name listed in event passport, marketing, website & social media • Name & logo added to marketing signage during event near the stage 	
Event passport full page (inside front or back cover)	\$500.00	<ul style="list-style-type: none"> • Opportunity to get your company name, logo, and information in full color prominently on the inside front or back cover of all event passports that will be handed out to attendees during the event • Name & logo listed prominently on all marketing and social media 	
Event passport full page advertiser	\$350.00	<ul style="list-style-type: none"> • Opportunity to get your company name, logo, and information in full color in all event passports that will be handed out to attendees during the event – size dimensions 4.25"x5.5" • Name & logo listed prominently on all marketing and social media 	
Event passport half page advertiser	\$200.00	<ul style="list-style-type: none"> • Opportunity to get your company name, logo, and information in full color in all event passports that will be handed out to attendees during the event – size dimensions 4.25"x2.625" • Name & logo listed prominently on all marketing and social media 	
Other:			
Total Sponsorship			



Wheels on Main: Sunday, August 31st, 7am – 4pm With over 400 registered vehicles we line the entire downtown with cars. Over 6,000 guests from towns across Wisconsin, Michigan & Illinois, came to visit our beautiful downtown, enjoy the vehicles, live music, shopping & restaurants. VOLUNTEERS are greatly needed to make this event a success!

Event	Price	Description	Total:
Food Vendor	\$100.00	<ul style="list-style-type: none"> • (1) 10' x 10' outside booth space • Contact DWBA for rules and regulations 	
Award Sponsor	\$1500.00	<ul style="list-style-type: none"> • Name & logo listed on all Awards • Name Listed as major sponsor • (6) vehicle registration entries (pre- selected locations must be in place by 10AM) 	
Dash Plaque Sponsor	\$800.00	<ul style="list-style-type: none"> • Name and Logo listed on 200 dash plaques • Name Listed as an Event Sponsor • (4) vehicle registration entries (pre-selected location Must be in place by 10AM) 	
Swag Bag giveaways	200 – Products, coupons, trinkets, swag, mugs, gift certificates, pens...	<ul style="list-style-type: none"> • 200 opportunities to give away swag with your logo • Invite guest to use your services • Company name listed website as a swag bag contributor • (Swag bags are given to the first 200 participants) 	Swag Bag giveaways
Entertainment Sponsor	\$500.00	<ul style="list-style-type: none"> • (2) Car registrations to event • Company name listed on all marketing & social media • Name & logo added to marketing signage during event 	
Kids Activities Sponsor	\$350.00		
General Sponsor	\$300.00		
Judges (25)	Free	<ul style="list-style-type: none"> • Free beverage tickets, a meal, & a t-shirt ****Contact the DWBA for more information 	Free
Volunteer (40)	Free		
Other:			
Total Sponsorship			



Fall Fest: Friday, October 10, 5-7pm The coolest Kids Trick or Treat all year!! Kids dress up in their Halloween costumes and trick or treat up & down Main Street. The businesses provide candy and treats to give to each kiddo. There are kids' activities, a DJ, balloon artists, face painting, pumpkin bowling and more. The event brings in about 2,000 kids and their families. Sponsorship levels range from \$50-\$300 (average guest 2,000)

Event	Price	Description	Total:
Fall Fest Booth	\$50.00	<ul style="list-style-type: none"> • (1) 10' x 10' outside booth space: Your booth may be used to promote your organization, distribute literature and samples, and services. (Proper permits for your business are required and your responsibility to obtain) <p>You must include a free kid's activity or hand out(candy) to the event participants, general participation count 2000.</p>	

Fall Fest Major Event Sponsor	\$300.00	<ul style="list-style-type: none"> • (1) 10' x 10' outside booth space: Your booth may be used to promote your organization, distribute literature and samples, and services. (Proper permits for your business are required and your responsibility to obtain) • Company name listed on all marketing & social media • Name & logo added to marketing signage during event <p><i>If using a Booth space - You must include a free kid's activity or hand out(candy) to the event participants, general participation count 1000. (Booth Space can be donated to another community)</i></p>	
Fall Fest Pumpkin Decorating Sponsor	\$150.00	<ul style="list-style-type: none"> • Invitation to set up a 10'x10' tent in booth space to promote your organization, distribute literature and samples, and services. (Proper permits for your business are required and your responsibility to obtain) • Name & logo listed prominently on all marketing & social media • Name & logo added prominently next to the pumpkin decorating area 	
Family Entertainment Sponsor	\$150.00	<ul style="list-style-type: none"> • Invitation to set up a 10'x10' tent in booth space to promote your organization, distribute literature and samples, and services. (Proper permits for your business are required and your responsibility to obtain) • Name & logo listed prominently on all marketing & social media <p><i>If using a Booth space - You must include a free kid's activity or hand out(candy) to the event participants, general participation count 1000. (Booth Space can be donated to another community)</i></p>	
Volunteer	Set-up, Tear Down, hand out candy, play Games with Kiddos, Security	<ul style="list-style-type: none"> • Set-up Barricades and tear down Barricades • Free Booth at Event • Member of the Fall Fest Committee • Promote your business as you converse with guests <p>****Contact the DWBA for more information</p>	Free
Other:			
Total Sponsorship			



Flannels & Wine Walk: Saturday, November 22nd 4pm – 8pm: Wine walks are a fantastic way to show off all that Downtown West Bend has to offer. Let us all introduce our new guests to our community and businesses, as we show them just how incredible our downtown is. (500 Guests).

Event	Price	Description	Total:
Wine Stop	\$60.00 Donation	<ul style="list-style-type: none"> • Wine Stop • 500 Guests invited into your business • Name and logo listed on all marketing materials and social media 	
VIP Event Sponsor	\$700	<ul style="list-style-type: none"> • Name and logo featured on 150 stemmed wine glasses given to all VIPs • Name & logo featured on signage, print, digital marketing, website, and social media 	

General Admission Event Sponsor	\$700	<ul style="list-style-type: none"> Name and logo featured on 350 plastic stemless wine glasses Name & logo featured on signage, print, digital marketing, website, and social media 	
Volunteer	Licensed Bartender	<ul style="list-style-type: none"> Bartend at 1 of 20 locations Promote your business as you converse with guests Dinner on the DWBA 	Free
Volunteer	Register Guests	<ul style="list-style-type: none"> Help Register participating guests Promote your business as you converse with guests Dinner on the DWBA 	Free
Total Sponsorship			

Volunteers needed: Donate your time and talents. The DWBA is always in need of volunteers. Join an event committee, help with an event, or share your talents. Contact ed@downtownwestbend.com or 262-338-3909 for more information.

Price	Description	Total:
Volunteer	<ul style="list-style-type: none"> Help an amazing organization that supports the whole community Meet amazing people In front of thousands of guests – recognition as a community supporter Help to build community - lend your talents Paint banners Set-up Events Bartend at events or hand out items to audience 	Free
Check box to receive more volunteer information		

Entertainers needed: Donate your time and talents. The DWBA is always in need of entertainers for several of our events. Join an event committee, help with an event, or share your talents. Contact ed@downtownwestbend.com or 262-338-3909 for more information.

Price	Description	Total:
Volunteer	<ul style="list-style-type: none"> Help an amazing organization that supports the whole community Meet amazing people In front of thousands of guests – recognition as a community supporter Help to build community - lend your talents Paint banners Set-up Events Bartend at events or hand out items to audience 	Free
Check box to receive more volunteer information		

