



2026 Sponsorship Opportunities

2026 EVENTS



Winter Brew Fest: January 23

Winter Fest : January 24

Featuring ice sculptures, sled dogs, art projects, cookie decorating, kid's activities and more!



Concerts on the Square

Wednesdays: June 3 -August 26

For 12 Wednesday nights in summer, the 400 Block is transformed into a live music venue with a different band featured each night. Single night and multiple night sponsorships are available.



Wings Over Wausau: June 26-27

This event draws attendees from Wausau and beyond to witness the professional airshow and the area's largest fireworks show!



Clear for Takeoff 5K: June 27

Join us for the ultimate 5K on one of the runways at our local airport!



Chalkfest: June 27-28

This event transforms downtown Wausau into a colorful display of drawings. Featuring artists of all ages!



4th of July Fireworks: July 4



Big Bull Falls Blues Fest: August 21-22

Wisconsin's longest running Blues Fest is celebrating 35 years in 2026! 35 years of great regional and national blues acts and the best venue – Fern Island Park!



Harvest Fest: October 3

A celebration of Autumn on the 400 Block! Activities include a pumpkin patch, crafts, animals and live music.



Boos & Booze: October 23rd

At Rothschild Pavilion, grab your friends and dress up for a night of music, dancing and brewery samples from 15+ vendors!



Holiday Parade: December 4

This parade features many decorated floats as it celebrates the season. The parade starts at Marathon Park and ends at the 400 Block. After, the warming party features hot chocolate, cookies and a visit from Santa.



About Wausau Events:

Wausau Events, Inc. is a **501(c)(3) non-profit** organization dedicated to our mission of **Creating Community Through Events** by enhancing the quality of life that the Wausau area is known for. Most of our events are offered free of charge. This would not be possible without the generous support of many businesses, organizations, individuals and Wausau's Room Tax Program.



Partnerships:

Through our events, we are able to provide great opportunities for local businesses to show their support of the community, meet potential customers at events and gain brand recognition through our promotion of the events sponsors via various medias. We also help improve the quality of life for your families, employees and potential clients. We want to create community partnerships with businesses that benefit the community and the sponsoring businesses.



Opportunities:

Wausau Events is searching for sponsor support to continue to provide quality events throughout the year. We have sponsorship levels for every business and encourage finding the right fit for each individual business. We want to work with you to create the best event with the best exposure for your business.



If you are interested in an opportunity to partner with Wausau Events through a sponsorship, please contact the Executive Director, at execdir@wausauevents.org or 715-297-9531.

WINTER WEEKEND

JANUARY 23-24 » MARATHON PARK & ROTHSCHILD PAVILION



Winter Fest offers a day of activities for the entire family, including crafts, cookie decorating, and more! Adults are invited to join us the night before for Winter Brew Fest – a taste of various beers throughout the region!

Estimated Attendance: 2,000

SPONSOR OPPORTUNITIES:

Winter Fest Presenting Sponsor: \$2,500

- Booth space at Winter Fest
- Sled dog or cookie sponsor
- Logo on event website, social media, radio ads and printed advertising
- Banner at the event

Activity Sponsor: \$1,000

- Booth space at Winter Fest
- Logo on event website and social media

Event Sponsor: \$500

- Booth space at Winter Fest

Winter Brew Fest Supporter: \$500

- 10 Event tickets
- Logo on the event website

Winter Brew Fest Presenting Sponsor: \$2,000

- Logo on the glasses at event (If committed before October)
- 25 Event tickets
- Booth space at event
- Logo on event website and social media





Concerts on the Square



CONCERTS ON THE SQUARE

WEDNESDAYS, JUNE 3-AUGUST 26 » THE 400 BLOCK



For 12 Wednesday nights in summer the 400 Block is transformed into Wausau's most popular activity! A different band plays each night with all types of genres covered. It is THE place to be on a Wednesday night in summer.

Estimated Attendance: 3,000 Each Night

SPONSOR OPPORTUNITIES:

Series Sponsor (3): \$10,000

* See Presenting Sponsor Level

- Recognition at each concert via signage & vocal recognition
- Large logo on banner that Wausau Events provides for full duration of Series

Employee Appreciation Add On: \$1000

- Includes 10 tables, 100 chairs & a 40'x20' tent

Single Night Sponsor (12): \$2,000

- Recognition with signage
- You get to introduce the band that night
- Presence on the night of your concert
- Can do giveaways, prizes, contests
- Medium logo on banner that Wausau
- Events provides for full duration of series

Event Booth: \$500



WINGS OVER WAUSAU

JUNE 26-27 » WAUSAU DOWNTOWN AIRPORT



This event draws attendees from Wausau and beyond to witness the professional airshow and the area's largest fireworks show! The event also features kid's activities, live music, food and more!

Estimated Attendance: 25,000

SPONSOR OPPORTUNITIES:

Presenting Sponsor: \$30,000

- Exclusive Sponsorship
- Name mentioned as the Title Sponsor in all promotions
- Inclusion in all media (TV, radio, social media, website, printed advertisements and press releases
- Banners hung at the event
- Daily sponsor announcements
- Corporate chalet package with flight-line viewing
- 50 VIP passes with hospitality
- VIP parking on event grounds

- Unlimited general admission passes
- 8 Welcome dinner tickets (Thursday)
- Display space at the event (20x30)
- Exclusive performer meet & greet opportunities

Airshow Sponsor (2): \$20,000

- Name mentioned as a Major Sponsor in all promotions
- Inclusion in media to include: TV, Radio, Social Media, Website, Printed Advertisements and Press Releases
- Banners hung at the event
- Daily Sponsor Announcements
- 25 VIP Passes with Hospitality

- VIP Parking on event grounds
- 300 General Admission tickets
- 4 Welcome Dinner Tickets
- Display space at the event (10X10)





Firework Sponsor: \$15,000

- Name mentioned as the Fireworks Sponsor
- Inclusion in media to include: TV, Radio, social media, website, printed advertisements and press releases
- Banners hung at the event
- Daily sponsor announcements
- 10 VIP passes with hospitality
- VIP parking on event grounds
- 150 General Admission tickets
- 4 Welcome Dinner Tickets (Thursday)
- Display space at the event (10x10)

Festival Grounds Sponsor (2): \$10,000

- Mentioned as the Festival Grounds Sponsor
- Inclusion in media to include: TV, Radio, social media, website,

- printed advertisements and press releases
- Banners hung at the event
- Daily sponsor announcements
- 10 VIP passes with hospitality
- VIP parking on event grounds
- 100 General Admission tickets
- 4 Welcome Dinner tickets (Thursday)
- Display space at the event (10x10)
- Choice of area specific sponsorship

Hospitality Pavillion: \$7,500

- Named Hospitality Sponsor
- Banners or signage in the hospitality area
- Inclusion in media to include: TV, radio, social media, website, printed advertisements and press releases
- Daily sponsor announcements
- 50 VIP passes with hospitality
- 100 General Admission tickets

Kid's Area Sponsor (2): \$5,000

- Display space (10x10) by the kid's area
- Banners hung at the event
- 50 General Admission tickets
- Sponsor a kid's activity

- (bounce houses, face painting, balloon artists, foam planes, etc.)
- Inclusion in media to include: Social media, website and printed advertisements

Parking Sponsor: \$3,000

- Listed as the parking sponsor for the event grounds parking
- Banner hung at the event on the parking gate
- VIP Parking at the event
- 200 General Admission tickets

Shuttle Sponsor: \$2,500

- Listed as the shuttle sponsor for the event
- Logo on the shuttle buses that take attendees to the event and local hotels
- Logo listed on social media, website, printed advertisements and shuttle signage
- 100 General Admission tickets

Main Stage Sponsor: \$2,000

- Named as the Main Stage sponsor for the live entertainment
- Logo on the stage, social media, website and printed advertisements
- 50 General Admission tickets

Gate Sponsors (2): \$1,500

- Banner hung on one of the event gates and signage/handouts at the gate as chosen by sponsor
- 100 General Admission tickets
- Logo listed on social media, website and printed advertisements

Food Court Sponsor (2): \$1,000

- Signage around tables & between vendors
- 50 General Admission passes
- Logo listed on social media, event website and printed advertisements

Event Booth for the weekend: \$500

- Banner hung on one of the event gates and signage/handouts at the gate as chosen by sponsor
- 100 General Admission tickets
- Logo listed on social media, website and printed advertisements

Event Booth for the weekend: \$500

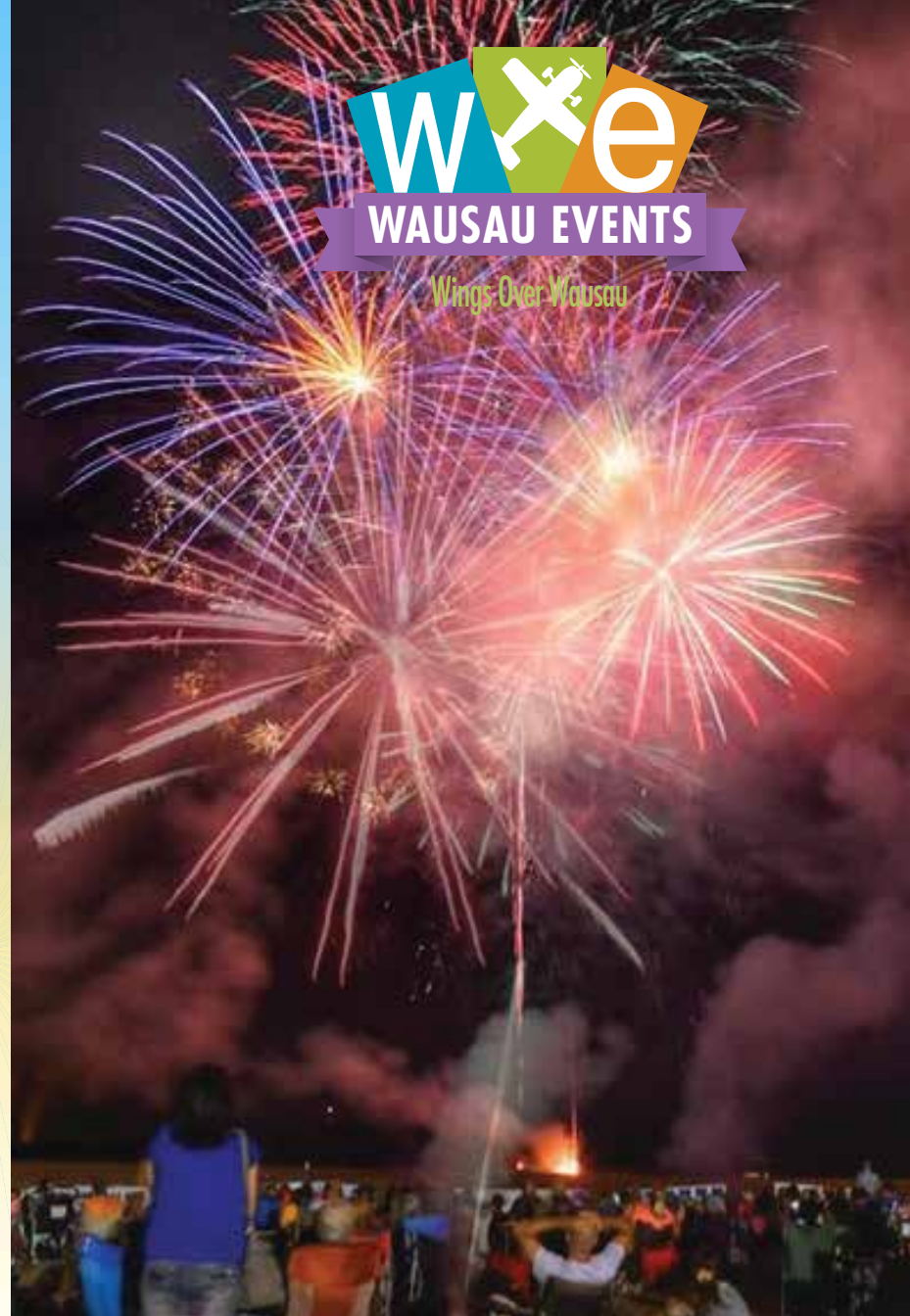


“In Kind Partnerships” section:
Official Transportation Partner
OR Official Hotel Partner:
\$15,000 (In-kind value)

- Listed as the pilot transportation or lodging partner of the event
- Sponsor to provide all vehicle or hotel needs for the event up to the value listed above
- Inclusion in media to include: TV, Radio, social media, website and printed advertisements
- 10 VIP passes with hospitality
- 150 General Admission tickets
- 4 Welcome Dinner tickets (Thursday)
- Banners hung at the event

“Other Opportunities” section:
Corporate Chalets
(4): \$4,000 each

- 1 20x40 tent next to the flight-line for optimal viewing
- Tables & chairs for employees or guests
- 50 VIP passes with hospitality included
- Additional services available



CLEAR FOR TAKEOFF 5K

JUNE 27 » DOWNTOWN WAUSAU AIRPORT



SPONSOR OPPORTUNITIES:

Presenting Sponsor (4): \$5,000

- * See Presenting Sponsor Level
- Opportunity to place an item in the race bag
- 20 Free race entries
- Logo on race banner provided by Wausau Events
- Booth at event
- Logo on 5K map, event poster, website
- 50 Weekend passes to Wings Over Wausau

Gold Sponsor (5): \$2,000

- Logo on 5K map, poster & event website
- Opportunity to place an item in the race bag
- 10 Free race entries
- Signage at event
- 20 Weekend passes to Wings Over Wausau

Silver Sponsor (10): \$1,000

- Small logo on participant t-shirt
- Logo on 5K map, poster & event website
- Opportunity to place an item in the race bag
- 5 Free race entries
- Signage at event



CHALKFEST

JUNE 27-28 » DOWNTOWN WAUSAU



Downtown Wausau is transformed into a colorful display of chalk drawings from artists of all ages. The event also features live music, food trucks and kids activities.

Estimated Attendance: 5,000

SPONSOR OPPORTUNITIES:

Presenting Sponsor: \$2,500

- Logo on event website, print materials and social media
- Mention on radio & TV ads
- Presence at event
- Signage at event

Gold Sponsor (4): \$1,000

- Logo on event website and social media
- Signage at event

Featured Artist Sponsor (5): \$500

- Logo by one featured artist's work
- Logo on event website and social media



BIG BULL FALLS BLUES FEST

AUGUST 21-22 » FERN ISLAND PARK



This is Wisconsin's longest running blues fest! It is two days filled with regional and national bands performing, delicious food, a VIP section and tasty beer. Fern Island is a gorgeous place for this event.

Estimated Attendance: 7,000

SPONSOR OPPORTUNITIES:

Presenting Sponsor: \$10,000

* See Presenting Sponsor Level

- Vocal recognition by emcee between bands
- Logo on video screens next to stage
- 10 Full VIP packages
- 20 Two-Day complimentary tickets
- Extensive signage

Friday Night Ticket Sponsor: \$5,000

- Named Friday Night Free Ticket Sponsor
- Logo on all Friday Night tickets (digital & printed)

- Unlimited Free Friday Night tickets
- 25 General Admission tickets for the weekend
- Banner hung at the event
- Logo on event signage, social media, website and printed advertisements

Silver Sponsor: \$3,500

* See Silver Sponsor Level

- Vocal recognition by emcee
- Logo on video screens next to stage
- 5 Full VIP packages
- 10 Two-Day complimentary tickets





VIP Section Sponsor (2): \$3,000

- Named VIP Area Sponsor
- VIP signage
- 5 Full VIP packages
- 15 VIP access tickets
- Logo on event poster, website and social media

Main Stage Sponsor: \$2,000

- Named as the Main Stage sponsor for the live entertainment
- Logo on the stage, social media, website and printed advertisements
- 50 General Admission tickets

Food Court Sponsor (3): \$500

- Signage around tables and between vendors
- 4 Two-Day passes

Shuttle Sponsor: \$2,000

- Named Shuttle Sponsor
- Logo on shuttle map and shuttle
- 20 Two-Day passes
- Logo on event poster, website & social media

In-Kind Sponsors: Golf Carts/UTV, Snacks/Back Stage Hospitality, Hotel Accommodations

- All in-kind sponsors receive recognition with advertising
- 4 Two-Day passes

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WAUSAU EVENTS

Big Bull Falls Blues Fest

HARVEST FEST

OCTOBER 3 » 400 BLOCK & DOWNTOWN WAUSAU



This family-friendly event features a variety of activities including crafts, a pumpkin patch, live animals and more! These activities bring autumn downtown!

Estimated Attendance: 2,000

SPONSOR OPPORTUNITIES:

Presenting Sponsor: \$5,000

- * See Presenting Sponsor Level
- Pumpkin Patch Sponsor Recognition

Gold Sponsor: \$2,500

- * See Gold Sponsor Level

Silver Sponsor: \$1,000

- * See Silver Sponsor Level

Bronze Sponsor: \$500

- * See Bronze Sponsor Level

Candy Sponsor: \$250

Pumpkin Carving Competition Sponsor (8): \$75



OCTOBER 23 » ROTHSCHILD PAVILION

OCTOBER 23 » ROTHSCHILD PAVILION



Estimated Attendance: 1,000

Presenting Sponsor: \$3,000

- Gold Sponsor: \$1,500**

- Event Booth: \$500**

- * See Bronze Sponsor Level
• 2 Free admission tickets

Silver Sponsor: \$1000

- * See Silver Sponsor Level
- 5 Free admission tickets



HOLIDAY PARADE

DECEMBER 4 » MARATHON PARK & 400 BLOCK



This annual tradition in Wausau joins young and old to watch the holiday parade. The parade runs from Marathon Park to the 400 Block. After the parade, the public are invited to come to the warming party for cookies, hot chocolate, live music and a visit from Santa.

Estimated Attendance: 3,000

SPONSOR OPPORTUNITIES:

Presenting Sponsor: \$2,000

- * See Presenting Sponsor Level
- Named Warming Party Sponsor & Parade Presenting Sponsor
- Banner in the Warming Party & Cookie Sponsor
- Provide a judge for the float contest
- Named candy sponsor
- Free coloring book page
- Free float entry

Santa Sponsor: \$1,000

- * See Gold Sponsor Level
- Named Candy Sponsor
- Logo on Santa's Float
- Free coloring book page
- Free float entry

Snowflake Sponsor: \$500

- * See Silver Sponsor Level
- Named Candy Sponsor
- Free float entry

Coloring Book Page

Sponsor: \$150

- Coloring book page with company logo in free coloring book handed out along parade route



WAUSAU EVENTS

Holiday Parade














SPONSOR LEVELS



This Sponsorship Matrix is a general idea of what your sponsorship will entail. It does not include your entire sponsorship but provides direction for what you can expect. Each event is unique and so is each sponsorship opportunity. Please note that there are activity sponsorships available as part of these levels as laid out in the booklet.

Together, we can create community through events, while reaching our individual goals.

Thank you for your time and we hope to partner with you soon!

Benefits	Event Naming Rights	Level Exclusivity	Sponsor an Activity	Booth Space	Banners/ Signage	Event Tickets	Recognition Sponsor Logo/Mentions to Appear: Website, Print Materials, Radio/TV, Social Media
Presenting					2	10	★ ★ ★ ★ ★
Gold					1	5	★ ★ ★ ★
Silver						2	★ ★ ★
Bronze							★ ★

Interested in becoming a sponsor? Contact: The Executive Director · Wausau Events · execdir@wausauevents.org · 715-297-9531



WAUSAU EVENTS

Creating Community Through Events





WAUSAU EVENTS, INC.

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