



WAUSAU EVENTS

Creating Community Through Events

2024 Sponsorship Opportunities



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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.

2024 EVENTS



Winter Brew Fest: January 26

Winter Fest : January 27

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



Concerts on the Square

Wednesdays: June 5 - August 28

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 21-22

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



Run the Runway 5K: June 22

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



Chalkfest: June 22-23

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 16-17

Wisconsin's longest running Blues Fest is celebrating 33 years in 2024! 33 years of great regional and national blues acts and the best venue – Fern Island Park!



Beer & Bacon Fest: September 14

Featuring 160+ different beers and 10+ bacon vendors, this event has proven to be a success and we expect it to keep getting bigger and better each year.



Harvest Fest: October 5

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



Holiday Parade: December 6

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.

WINTER FEST

JANUARY 27 » 400 BLOCK & DOWNTOWN WAUSAU



Winter Fest offers a day of activities for the entire family, including crafts, cookie decorating, ice-skating 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:

Presenting Sponsor (1): \$5,000

- * See Presenting Sponsor Level
- Presence at event

Gold Sponsor (3): \$2,500

- * See Gold Sponsor Level
- Presence at event
- Sponsor an activity: wagon rides, ice sculpture, other

Silver Sponsor (5): \$1,000

- * See Silver Sponsor Level
- Presence at event
- Sponsor an activity: cookie decorating, craft, other

Bronze Sponsor (5): \$500

- * See Bronze Sponsor Level
- Presence at event
- Sponsor an activity: curling, hot cocoa, other

Winter Brew Fest Sponsor (4): \$1,000

- * See Silver Sponsor Level
- Presence at event

Winter Brew Fest Presenting Sponsor (1): \$2,000

- * See Presenting Sponsor Level
- Logo on event tickets & glasses at the event



Winter Fest



Concerts on the Square



CONCERTS ON THE SQUARE

WEDNESDAYS, JUNE 5-AUGUST 28 » 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 (2): \$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

Single Night Sponsor (13): \$2,000

- YOUR night to shine!
- Recognition with signage
- You get to introduce the band that night
- Presence at event
- Can do giveaways, prizes, contests - the night is yours!
- Medium logo on banner that Wausau Events provides for full duration of series

WINGS OVER WAUSAU

JUNE 21-22 » 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!

Shuttle bus is available from this event for those going between downtown.

Estimated Attendance: 40,000

SPONSOR OPPORTUNITIES:

Wausau's BIG Weekend Sponsor (1): \$20,000

- Special sponsorship package discussed at time of consideration includes prominent marketing and company input in event.
- Includes the presenting sponsorship for Chalkfest

Airshow Sponsor (6): \$10,000

- * See Gold Sponsor Level
- Named Wings Over Wausau Airplane Sponsor
- Logo on volunteer shirts, billboard ads and other advertising

Fireworks Sponsor (6): \$5,000

- * See Silver Sponsor Level
- Named Fireworks Sponsor – the largest fireworks in the region!
- Signage at event
- Recognition by PA announcers during fireworks show





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Wings Over Wausau

Shuttle Sponsor (2): \$3,000

- Named Shuttle Sponsor
- Logo on map, shuttle signage, and event website

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

- Named Kid's Area Sponsor
- Signage by activities
- Sponsor an activity at the event
- Logo on select marketing materials

Entertainment Sponsor (4): \$1,000

- Signage at event by the stage
- Opportunity to introduce bands
- PA recognition
- Logo on select marketing materials

RUN THE RUNWAY 5K

JUNE 22 » WAUSAU DOWNTOWN AIRPORT/ALEXANDER PARK



SPONSOR OPPORTUNITIES:

Presenting Sponsor (4): \$2,500

- * See Presenting Sponsor Level
- Large logo on participant t-shirt
- Opportunity to place an item in the race bag
- 10 Free race entries
- Logo on race banner provided by Wausau Events

Gold Sponsor (5): \$1,500

- Medium logo on participant t-shirt
- Opportunity to place an item in the race bag
- 5 Free race entries
- Signage at event

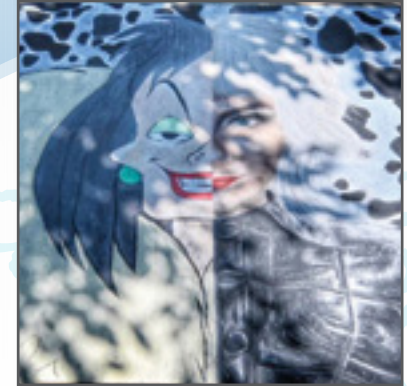
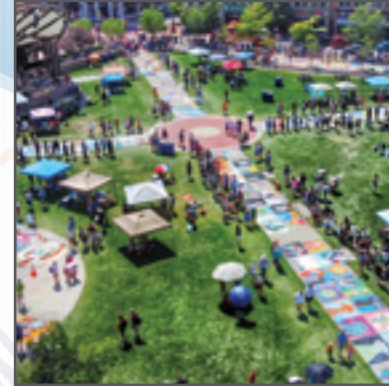
Silver Sponsor (10): \$750

- Small logo on participant t-shirt
- Opportunity to place an item in the race bag
- 2 Free race entries
- Signage at event



CHALKFEST

JUNE 22-23 » 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: \$5,000

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

Gold Sponsor (4): \$2,500

- Logo on t-shirt, event website and social media
- Signage at event

Featured Artist Sponsor (5): \$1,000

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



BIG BULL FALLS BLUES FEST

AUGUST 16-17 » 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

Gold Sponsor (Saturday Bands): \$5,000

- * See Gold Sponsor Level
- Vocal recognition by emcee (Saturday)
- Logo on video screens next to stage
- 6 Full VIP packages
- 20 Two-Day complimentary tickets

Silver Sponsor (Friday Bands): \$3,500

- * See Silver Sponsor Level
- Vocal recognition by emcee (Friday)
- Logo on video screens next to stage
- 4 Full VIP packages
- 10 Two-Day complimentary tickets



Big Bull Falls Blues Fest



Big Bull Falls Blues Fest



VIP Section Sponsor (2): \$2,500

- Named VIP Area Sponsor
- VIP signage
- 2 Full VIP packages
- 20 VIP access tickets

Food Court Sponsor (3): \$500

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

Shuttle Sponsor: \$1,500

- Named Shuttle Sponsor
- Logo on shuttle map and shuttle
- 12 Two-Day passes

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

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

BEER & BACON FEST

SEPTEMBER 14 » FERN ISLAND PARK



Beer & Bacon - can you name a better duo? This event features breweries pouring samples of their beer, bacon vendors serving samples of bacon creations and live music! Each attendee receives a mug.

Estimated Attendance: 2,500

SPONSOR OPPORTUNITIES:

Presenting Sponsor: \$3,000

- * See Presenting Sponsor Level
- Logo on the event mug & tickets
- 10 Free admission tickets

Gold Sponsor: \$1,500

- * See Gold Sponsor Level
- 10 Free admission tickets

Silver Sponsor: \$1000

- * See Silver Sponsor Level
- 5 Free admission tickets

Bronze Sponsor: \$500

- * See Bronze Sponsor Level
- 2 Free admission tickets





Harvest Fest



HARVEST FEST

OCTOBER 5 » 400 BLOCK & DOWNTOWN WAUSAU



This family-friendly event features a variety of activities including crafts, a pumpkin patch, kids pedal tractor pull, live animals, carriage rides 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

HOLIDAY PARADE

DECEMBER 6 » 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: \$2,500

- * See Presenting Sponsor Level
- Presence at event = free float entry
- Cookie sponsor after event
- Provide a judge for the float contest
- Named Candy Sponsor
- Coloring book page

Gold Sponsor (5): \$1,000

- * See Gold Sponsor Level (No Exclusivity)
- Named Candy Sponsor
- Free float entry
- Coloring book page

Silver Sponsor (6): \$500

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

Bronze Sponsor (5): \$250

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

Coloring Book Page Sponsor: \$75

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



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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	Regconition Sponsor Logo/Mentions to Appear: Website, Print Materials, Radio/TV, Social Media
Present-					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



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