

DOES YOUR TEAM HAVE WHAT IT TAKES TO TAKE OVER THE DKI BEER GARDEN? PROVE IT!

AUGUST 8TH - AUGUST 18TH, 2019



The 3rd Annual Beer Garden will be held **8/8-8/11 & 8/15-8/18** at Simmons Island in Downtown Kenosha. DKI is seeking a unique corporate bar sponsor and volunteers each day of this annual DKI fundraiser. All funds raised are invested into revitalizing Downtown Kenosha.

On the final day of the beer garden, DKI will present two trophies:

- Most Team Spirit - based on overall team enthusiasm for the event
- Most Beer Sales - based on the team that sells the most beer

SPONSORSHIPS INCLUDE:

- 12 FREE t-shirts that include company logo
- 12 FREE Beer Tokens
- An unforgettable team building experience
- Logo inclusion on all event marketing

SPONSORSHIP DEADLINE IS 7/8/19

RESERVATION FORM - SPACE IS LIMITED!

\$300 Weekday Sponsorship

SOLD 8/8 - 4:00pm-9:00pm (Min. 4 volunteers)
Sunday 8/11 - 11:00am-4:00pm (Min. 6 volunteers)
Sunday 8/11 - 4:00pm-9:00pm (Min. 6 volunteers)
SOLD 8/15 - 4:00pm-9:00pm (Min. 4 volunteers)
Sunday 8/18 - 11:00am-4:00pm (Min. 6 volunteers)
Sunday 8/18 - 4:00pm-9:00pm (Min. 6 volunteers)

\$500 Weekend Sponsorship

SOLD 8/9 - 6:00pm-11:00pm (Min. 6 volunteers)
SOLD 8/10 - 11:00am-5:00pm (Min. 6 volunteers)
SOLD 8/10 - 5:00pm-11:00pm (Min. 6 volunteers)
SOLD 8/16 - 6:00pm-11:00pm (Min. 6 volunteers)
SOLD 8/17 - 11:00am-5:00pm (Min. 6 volunteers)
SOLD 8/17 - 5:00pm-11:00pm (Min. 6 volunteers)

Sponsor Name: _____

Sponsor Volunteer Coordinator: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

PREFERRED VOLUNTEER DATES*:

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

*Volunteer dates will be reserved on a first come, first serve basis.

Please note: Thursday's require a minimum of 4 volunteers and Friday, Saturday and Sunday a minimum of 6 volunteers at all times.

Please submit high-resolution .eps logo and t-shirt sizes to Alex Robinson at director@downtownkenosha.org by 7/8/19. Please direct sponsorship questions to Jennifer Dooley-Hogan at 262.925.4769 or jennifer@godooley.com.



Downtown Kenosha Pop-Up Beer Garden Annual Fundraiser

- Premier Event Sponsor - \$1,500
 - Industry Exclusivity
 - Logo on main event banner and opportunity to hang three promotional banners along perimeter of event (provided by sponsor)
 - Tents and table at beer garden everyday
 - Premier logo placement on beer garden website and marketing materials
 - Opportunity to provide giveaway item for the event
 - Social media marketing (Twitter, FB, Instagram) and newsletter blast outs via DKI List (1,000+ subscribers) -10 mentions per platform
 - Customized employee VIP and drink ticket package

- Stage Sponsor - \$1,000
 - Logo on main event banner and opportunity to hang two promotional banners along perimeter of event (provided by sponsor)
 - Tents and table at beer garden three days
 - Prominent logo placement on beer garden website and marketing materials
 - Opportunity to provide giveaway item for the event
 - Social media marketing (twitter, FB, Instagram) and newsletter blast outs via DKI List (1,000+ subscribers) - 7 mentions per platform
 - Customized employee VIP and drink ticket package

- VIP Tent Sponsor - \$500
 - Logo on main event banner and opportunity to hang one promotional banners along perimeter of event (provided by sponsor)
 - Tents and table at beer garden two days
 - Prominent logo placement on beer garden website and marketing materials
 - Opportunity to provide giveaway item for the event
 - Social media marketing (twitter, FB, Instagram) and newsletter blast outs via DKI List (1,000+ subscribers) - 5 mentions per platform



- Event Sponsor - \$250
 - Tents and table at beer garden one day
 - Recognition on beer garden landing page
 - Social media marketing (twitter, FB, Instagram) and newsletter blast outs via DKI List (1,000+ subscribers) - 1 mention per platform

- Bonfire Sponsor - \$250 (**Saturday Sangria and Bonfires**)
 - Industry Exclusivity
 - Logo on main event banner and opportunity to hang one promotional banner along perimeter of event (provided by sponsor)
 - Tents and table at bonfire event
 - Premier logo placement and link on beer garden website and marketing materials
 - Opportunity to provide co-branded giveaway item for the event
 - Prominent logo placement in social media marketing (twitter, FB, Instagram) and newsletter blast outs via DKI List (1,000+ subscribers) -10 mentions per platform
 - Customized employee VIP and drink ticket package

- Food Truck Sponsor - \$250 (**Thursday Night Food Truck Night**)
 - Industry Exclusivity
 - Logo on main event banner and opportunity to hang one promotional banner along perimeter of event (provided by sponsor)
 - Tents and table at bonfire event
 - Premier logo placement and link on beer garden website and marketing materials
 - Opportunity to provide co-branded giveaway item for the event
 - Prominent logo placement in social media marketing (twitter, FB, Instagram) and newsletter blast outs via DKI List (1,000+ subscribers) -10 mentions per platform
 - Customized employee VIP and drink ticket package



- Friends of the Beer Garden - \$100
 - Opportunity to hang one promotional banner along perimeter of event (provided by sponsor)
 - Tents and table at beer garden one day
 - Recognition on beer garden landing page
 - Opportunity to provide co-branded giveaway item for the event
 - Social media marketing (twitter, FB, Instagram) and newsletter blast outs via DKI List (1,000+ subscribers) -7 mentions per platform
 - Ad space on website
 - Logo on website
 - Logo in promotional materials
 - Social media mentions on DKI platforms (twitter, Instagram, Facebook)