

# Bigger and Better than Ever

## SPONSORSHIP OPPORTUNITIES



Be part of the  
KIWANIS CLUB OF  
WESTERN KENOSHA'S  
**2024 Taste of  
Wisconsin™**

Let's make the 2024 family,  
food and music festival the  
**biggest** and **best ever**



**July 26-27-28, 2024 • Kenosha, WI**



**CELEBRATION PLACE AT KENOSHA'S HARBOR**

54th Street & Ring Road • Kenosha, WI 53140 • Visit us at [www.tasteofwi.com](http://www.tasteofwi.com)



*Bringing the tastes, flavors and cultures of Wisconsin together in one amazing three-day celebration on the beautiful shore of Lake Michigan...*



## Because of your continued support, we could not help ourselves!

We are grateful for all the community support and proud of our accomplishments. In 2023 Mother Nature threw us a curve ball, but we still hit it out of the park with your help. In addition to the many opportunities to taste, sample, but and enjoy all the flavors of Wisconsin, guests will also be treated to a wide variety of entertainment and family activities. As always Taste of Wisconsin™ offers FREE admission, so it is a family and budget friendly choice for a summer getaway.

Taste of Wisconsin™ is the major fundraiser of the Kiwanis Club of Western Kenosha benefitting local charitable organizations. Our fundraising efforts provide a better quality of life for area youth, elderly and disadvantaged through programs such as iPads for Autistic Children and Kiwanis Youth Baseball, as well as local shelter and food pantry programs. **Sponsor** support is a critical element in the production of Taste of Wisconsin™. We hope you will consider joining us in 2024 for this most **tasteful** event in Kenosha.



## HIGHLIGHTS

- The peak turnout for our festival reached an impressive 75,629 attendees.
- 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.
- Family and children's activities.
- Over 10,000 fans follow Taste of Wisconsin™ Facebook page.
- Over a dozen earned media placements in local and regional markets including Milwaukee and Chicago and the surrounding area.

# SPONSOR BENEFITS

Taste of Wisconsin™ welcomes you to choose a level of sponsorship to fit your particular business or organizational 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
- Complimentary 10x10 tent or customized exhibit space



# SPONSORSHIP LEVELS

- **Presenting Sponsor** - \$10,000
- **Acoustic Wine Garden & Stage** - \$5,000  
(Main Entrance)
- **Children's Fund Sponsor** - \$5,000
- **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™ - Giveaways** - 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) Signage and Advertising Only  
Includes banner at lot entrance and your logo and link on our website





# 2024 PROMOTIONAL OVERVIEW

- Attendance Goal – 75,000+
- Enhanced website:  
[www.tasteofwi.com](http://www.tasteofwi.com)
- Print advertising in Milwaukee and Chicago, plus Kenosha, Racine, and Lake Counties
- Online advertising and e-marketing targeting Wisconsin and Illinois households
- Enhanced social media campaigns including Facebook, Twitter and Instagram
- Cross promotional activities through vendors, musicians, sponsors (social media and websites) as well as local and state agencies including Visit Kenosha and the Wisconsin Department of Tourism
- News releases and communications with Midwest media outlets



**Kiwanis®**  
CLUB OF WESTERN KENOSHA

For more information about  
sponsoring Taste of Wisconsin™

**SPONSORSHIP CHAIRPERSON:**

**Mike Leitch**

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