



# Party in the Plaza

Join us for the beginning of a new summer tradition in Downtown Eau Claire! Party in the Plaza will feature a lineup of diverse musical performances in Haymarket Plaza for two nights in June 2022.

*Date: June 11 & June 25 | Haymarket Plaza | Attendance: 450/Night*

## PLATINUM SPONSOR

- Presenting Sponsor with Downtown Eau Claire, Inc.
- Opportunity for a representative to speak during the event
- Complimentary booth space
- Recognition at the event
- Recognition in event promotion and event materials

## GOLD SPONSOR

- Opportunity for a representative to speak during event
- Complimentary booth space
- Recognition at the event
- Recognition in event promotion and event materials

## SILVER SPONSOR

- Complimentary booth space
- Recognition at the event
- Recognition in event promotion and event materials

## SUPPORTING SPONSOR

- Recognition at event
- Recognition on event materials

## CONTRIBUTING SPONSOR

- Recognition at event

## PLATINUM SPONSOR

\$2,500+ (one available)

## GOLD SPONSOR

\$1,000+

## SILVER SPONSOR

\$500+

## SUPPORTING SPONSOR

\$250+

## CONTRIBUTING SPONSOR

\$100+

Interested in Sponsoring? Contact  
Dustin Olson at 715-839-4914 or  
[dustin.olson@eauclairewi.gov](mailto:dustin.olson@eauclairewi.gov)



# Family Fun Night

Centered on beautiful Haymarket Plaza, the evening is a fun and free night out for families. Planned in partnership with the Children's Museum of Eau Claire, activities include sports demonstrations, outdoor games, arts, crafts, vendors, and a nighttime movie. We hope you'll join us in support of this free, fun family event!

*Date: August 6/ Haymarket Plaza | Attendance: Approx. 750*

## PLATINUM SPONSOR

- Presenting Sponsor with Downtown Eau Claire, Inc.
- Sponsorship of the outdoor movie
- Opportunity for a representative to speak during the event
- Complimentary booth space
- Recognition at the event
- Recognition in event promotion and event materials

## GOLD SPONSOR

- One of the following activity areas will carry the sponsor's name:
  - Sports and Outdoors
  - Game Zone
  - Music and Entertainment
  - Balloon Artist
- Complimentary booth space
- Recognition at the event
- Recognition in event promotion and event materials

## SILVER SPONSOR

- Complimentary booth space
- Recognition at the event
- Recognition in event promotion and event materials

## SUPPORTING SPONSOR

- Recognition at event
- Recognition on event materials

## CONTRIBUTING SPONSOR

- Recognition at event

## PLATINUM SPONSOR

\$2,500+ (one available)

## GOLD SPONSOR

\$1,000+

## SILVER SPONSOR

\$500+

## SUPPORTING SPONSOR

\$250+

## CONTRIBUTING SPONSOR

\$100+

## PREVIOUS SPONSORS

Legends Title Service  
North Barstow District  
Mayo Clinic Health System  
Royal Credit Union  
Xcel Energy

Interested in Sponsoring? Contact  
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[dustin.olson@eauclairewi.gov](mailto:dustin.olson@eauclairewi.gov)



# A Grand Evening on the Bridge

A Grand Evening on the Bridge is a unique community experience that provides the opportunity to dine and socialize on the Grand Avenue Footbridge. The event serves as a fundraiser to help keep all other DECI events free and open to the public.

*Date: August 17 | Grand Avenue Footbridge | Attendance: Approx. 180*

## PLATINUM SPONSOR

- Presenting Sponsor alongside Downtown Eau Claire, Inc.
- Opportunity for a representative to speak during the event
- Four (4) complimentary tickets to event (\$400 Value)
- Logo displayed on the poster, website, and at the event
- Name displayed on advertisements and invitations

## GOLD SPONSOR

- Two (2) complimentary tickets to event (\$200 Value)
- One of the following will be presented by the sponsor: bar area (2 available), dessert, musicians
- Recognition at the event
- Logo displayed on the poster, website, and at the event
- Name displayed on advertisements and invitations

## SILVER SPONSOR

- One (1) complimentary ticket to event (\$100 Value)
- Recognition at the event
- Logo displayed on the poster, website, and at the event
- Name displayed on advertisements and invitations

## SUPPORTING SPONSOR

- Recognition at the event
- Logo displayed on the poster, website, and at the event
- Name displayed on invitations

## CONTRIBUTING SPONSOR

- Recognition at event
- Name displayed on the poster, website, and at the event

## PLATINUM SPONSOR

\$2,500+

## GOLD SPONSOR

\$1,000+

## SILVER SPONSOR

\$500+

## SUPPORTING SPONSOR

\$250+

## CONTRIBUTING SPONSOR

\$100+

## PREVIOUS SPONSORS

Northwestern Bank  
Trust Point Investments  
Ruder Ware  
Market & Johnson  
B-Framed Galleries  
Farmers Insurance  
Ganther & Associates  
Royal Credit Union  
Xcel Energy

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# Fall Art and Culture Festival

The Fall Festival is Downtown Eau Claire's largest and oldest festival. Now in its 33rd year, the 2022 event will continue its focus on expanding and diversifying vendor offerings and entertainment. The Festival brings thousands of visitors to our Downtown to celebrate a mix of art, culture, and food, as well as the beginning of the fall season in Eau Claire.

*Date: September 10 | South Barstow District | Attendance: Approx. 4,000*

## PLATINUM SPONSOR

- Presenting Sponsor alongside Downtown Eau Claire, Inc.: All marketing listed as "Fall Art and Culture Festival presented by Downtown Eau Claire, Inc. and Your Company"
- Inclusion of a sponsor representative in pre-event media interviews
- Opportunity for a representative to speak during the event
- Recognition in event promotion and event materials
- Complimentary booth space

## GOLD SPONSOR

- One of the following areas will be presented by the sponsor:
  - One Food Court (four available)
  - One Performance Stage (World Stage, or other exhibition stages)
  - Kids Zone (Inflatables and Games)
  - Transportation Sponsor (Shuttle services)
  - Parade Sponsor
- Recognition in event promotion and event materials
- Complimentary booth space

## SILVER SPONSOR

- Recognition at the event
- Recognition in event promotion and event materials
- Complimentary booth space

## SUPPORTING SPONSOR

- Recognition at the event

## SPECIAL SPONSORS

- Diverse Vendor Scholarship: Help make the event accessible to all by providing a sponsorship that helps cover registration fees, tent/table rental, and other costs that can prohibit vendors from participating. Includes Gold Sponsor Level Recognition.

Interested in Sponsoring? Contact Dustin Olson at  
715-839-4914 or [dustin.olson@eauclairewi.gov](mailto:dustin.olson@eauclairewi.gov)

## PLATINUM SPONSOR

\$2,500+ (up to three available)

## GOLD SPONSOR

\$1,000+

## SILVER SPONSOR

\$500+

## SUPPORTING SPONSOR

\$250+

## SPECIAL SPONSOR

Diverse Vendor Scholarship:  
\$1,000

## PREVIOUS SPONSORS

South Barstow BID  
Royal Credit Union  
Xcel Energy  
US Bank  
AARP Wisconsin  
Haymarket Landing  
Legends Title Service  
Marine Credit Union  
North Barstow BID  
Silver Spring Foods



# Jump Start Downtown

Jump Start Downtown is a business competition for entrepreneurs interested in opening a business in Downtown Eau Claire. Any type of business is eligible, from hi-tech offices to gift shops. Through the competition, we help to stimulate entrepreneurial activity and encourage the newest downtown small businesses.

*Date: October 14 | Awards Lunch Location: TBD | Attendance: Approx. 75*

## GRAND PRIZE AWARD SPONSOR

- Presenting sponsor of the Grand Prize Award - award presented by your representative
- Recognition in the opening remarks of the awards ceremony
- Four (4) complimentary tickets to the luncheon
- Recognition in event promotion and event materials

## HONORABLE MENTION AWARD SPONSOR

- Presenting sponsor of the Honorable Mention Award - award presented by your representative
- Recognition in the opening remarks of the awards ceremony
- Two (2) complimentary tickets to the luncheon
- Recognition in event promotion and event materials

## INNOVATIVE IDEA AWARD SPONSOR

- Presenting sponsor of the Innovative Idea Award - award presented by your representative
- Recognition in the opening remarks of the awards ceremony
- Two (2) complimentary tickets to the luncheon
- Recognition in event promotion and event materials

## GOLD LEVEL SPONSOR

- Recognition in the opening remarks of the awards ceremony
- Two (2) complimentary tickets to the luncheon
- Recognition in event promotion and event materials

## SILVER LEVEL SPONSOR

- Two (2) complimentary tickets to the luncheon
- Recognition at the event

## SPECIAL SPONSORS

Awards Luncheon Sponsor

- Recognition in opening remarks of the awards ceremony
- Two (2) complimentary tickets to the luncheon
- Recognition of your sponsorship on signage at the event
- Recognition in Awards Lunch advertising and promotion

**GRAND PRIZE  
AWARD SPONSOR**  
\$5,000+ (one available)

**HONORABLE MENTION  
AWARD SPONSOR**  
\$2,500+ (one available)

**INNOVATIVE IDEA  
AWARD SPONSOR**  
\$1,000+

**GOLD LEVEL  
SPONSOR**  
\$500+

**SILVER LEVEL SPONSOR**  
\$250+

**AWARDS LUNCH  
SPONSOR**  
\$750 (three Available)

## PREVIOUS SPONSORS

Royal Credit Union  
Associated Bank  
JAMF Software  
Xcel Energy  
Market & Johnson  
WESTconsin Credit Union  
Banbury Place  
Charter Bank  
Huebsch Services  
North Barstow BID

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# Trick-or-Treat Downtown Eau Claire

Support the Downtown Trick-or-Treat! More than 2,000 little ghouls and goblins roam the streets as 50+ businesses open their doors and hand out treats. Plans for 2022 include vendor and exhibitor space for businesses outside of the Downtown Area to participate in the Downtown Trick-or-Treat festivities.

*Date: October 31 | Downtown Eau Claire | Attendance: Approx. 2,500*

## PLATINUM SPONSOR

- Presenting Sponsor alongside Downtown Eau Claire, Inc.
- Recognition on event SWAG
- Recognition at the event
- Opportunity for representative to speak during event.
- Booth space
- Recognition in event promotion and event materials

## GOLD SPONSOR

- Sponsor of one of the DJ Dance Party area at the Four Corners Lot on S. Barstow St.
- Booth space
- Recognition at the event
- Recognition in event promotion and event materials

## SILVER SPONSOR

- Booth space
- Recognition at the event
- Recognition in event promotion and event materials

## SUPPORTING SPONSOR

- Recognition at the event
- Recognition in event promotion and event materials

## PLATINUM SPONSOR

\$2,500+ (one available)

## GOLD SPONSOR

\$1,000+

## SILVER SPONSOR

\$500+

## SUPPORTING SPONSOR

\$250+

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# Wintertime in the City

Wintertime in the City continues the kickoff to the holiday season with daytime and evening activities in Haymarket Plaza. Featuring free pictures with Santa, horse-drawn carriage rides, hot cocoa, smores stations, live holiday music, ice sculptures, a plaza light show, plaza tree, and Phoenix Park lights, this event is not one to miss!

*Date: December 3 | Haymarket Plaza | Attendance: Approx. 500*

## PLATINUM SPONSOR

- Presenting Sponsor alongside Downtown Eau Claire, Inc.
- Opportunity for representative to speak at event
- Booth space at the event
- Recognition at the event
- Recognition in event promotion and event materials
- Sponsor recognition as Santa Photo Sponsor - one of the most popular attractions.

## GOLD SPONSOR

- Booth space at the event
- Recognition at the event
- Recognition in event promotion and event materials
- Put your name on one of the special sponsorships (excluding SWAG)

## SILVER SPONSOR

- Recognition at the event
- Recognition in event promotion and event materials

## SUPPORTING SPONSOR

- Recognition at the event

## SPECIAL SPONSORSHIPS

- Horsedrawn Wagon Rides: \$1,000
- SWAG Sponsor: \$1,500
- Hot Chocolate: \$500
- S'mores: \$500
- Plaza Tree Sponsor: \$1,000

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## PLATINUM SPONSOR

\$2,500+ (three available)

## GOLD SPONSOR

\$1,000+

## SILVER SPONSOR

\$500+

## SUPPORTING SPONSOR

\$250+

## SPECIAL SPONSORSHIPS

Wagon Rides: \$1,000

SWAG: \$1,500

Hot Chocolate: \$500

S'mores: \$500

Plaza Tree: \$1,000

## PREVIOUS SPONSORS

North Barstow BID

South Barstow BID

Legends Title Service

Mayo Clinic Health System

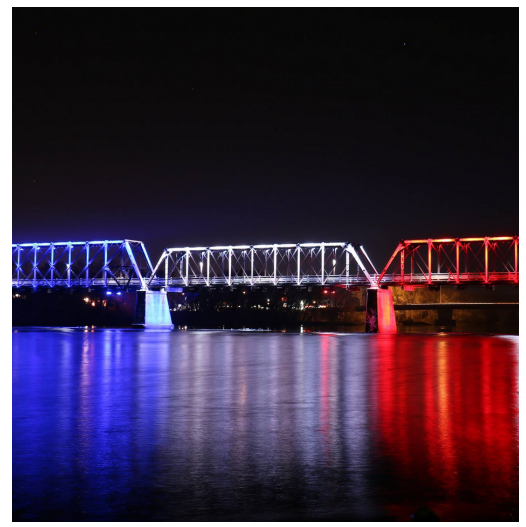
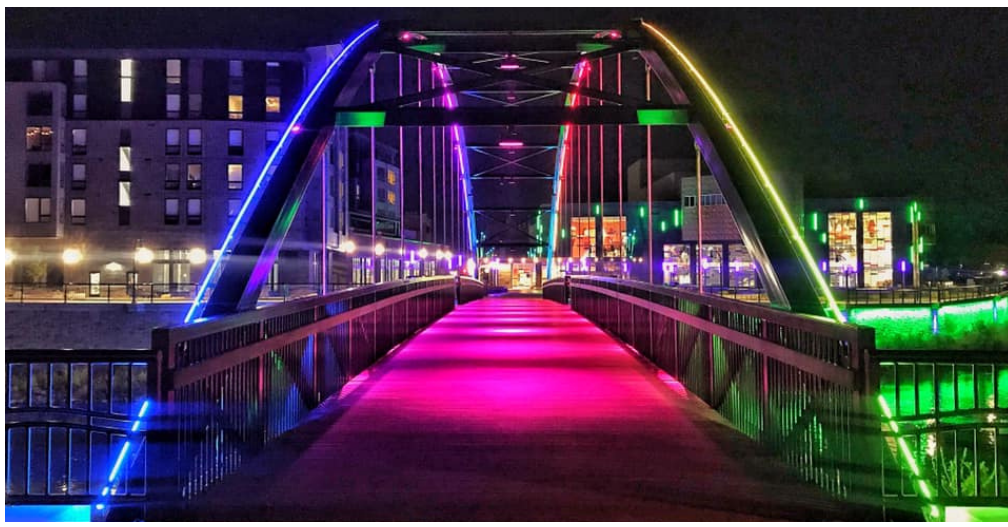
Royal Credit Union

Ruder Ware

Olson's Ice Cream

Festival Foods

Markquart Toyota



# Annual Sponsorship

Instead of individual events, get year-round recognition at DECI events for an annual sponsorship. Investing in these packages is cheaper than investing in the same event sponsorship levels individually.

## ALL STAR ANNUAL SPONSOR

- Platinum Recognition at Awards, Party in the Plaza, and Fall Festival. Gold recognition at all other DECI Annual Events. (\$12,500 value)

## SELECT ANNUAL SPONSOR

- Gold Recognition at all DECI events. (\$8,000 value)

## ESSENTIAL ANNUAL SPONSOR

- Silver Recognition at all DECI Events (\$4,000 value)

### ALL STAR ANNUAL

\$8,500

### SELECT ANNUAL

\$5,000

### ESSENTIAL ANNUAL

\$3,000

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# Sponsor Commitment

☐ Yes, I would like to support Downtown Eau Claire!

*Please indicate the event(s) and at what level(s) you would like to support*

## Party in the Plaza

- ☐ Platinum (\$2,500) ☐ Gold (\$1,000) ☐ Silver (\$500)  
☐ Supporting (\$250) ☐ Contributing (\$100)

## Family Fun Night

- ☐ Platinum (\$2,500) ☐ Gold (\$1,000) ☐ Silver (\$500)  
☐ Supporting (\$250) ☐ Contributing (\$100)

## A Grand Evening on the Bridge

- ☐ Platinum (\$2,500) ☐ Gold (\$1,000) ☐ Silver (\$500)  
☐ Supporting (\$250) ☐ Contributing (\$100)

## Fall Festival

- ☐ Platinum (\$2,500) ☐ Gold (\$1,000) ☐ Special \_\_\_\_\_  
☐ Silver (\$500) ☐ Supporting (\$250)

## Jump-Start Downtown

- ☐ Grand Prize (\$5,000) ☐ Honorable Mention (\$2,500)  
☐ Innovative Idea (\$1,000) ☐ Lunch/Awards (\$750)  
☐ Gold (\$500) ☐ Silver (\$250)

## Trick or Treat

- ☐ Platinum (\$2,500) ☐ Gold (\$1,000) ☐ Silver (\$500)  
☐ Supporting (\$250) ☐ Contributing (\$100)

## Wintertime in the City

- ☐ Platinum (\$2,500) ☐ Gold (\$1,000) ☐ Silver (\$500)  
☐ Supporting (\$250) ☐ Contributing (\$100)  
☐ Special \_\_\_\_\_

## Annual Sponsorship

- ☐ All Star (\$8,500) ☐ Select (\$5,000) ☐ Essential (\$3,000)

## Paying Online?

Submit payment via this link:  
<https://bit.ly/DECISponsor>

or scan this code to  
be taken to pay page



## Business/Org.

## Contact Name

## Email

## Phone

## Address

## Total 2022 Sponsorship:

Submit to DECI at  
[downtown@eauclairewi.gov](mailto:downtown@eauclairewi.gov)  
or 203 S Farwell St  
Eau Claire, WI 54701