



# THURSDAYS

## June 25 - August 6

# 2026

For over 30 years, VISIT Lake Geneva has been proud to produce the **Lake Geneva Concerts in the Park** series, a summer tradition adored by residents and visitors alike. Through the generous support of local sponsors and partners, we look forward to continuing – and growing – this tradition in 2026, bringing quality, free entertainment to our community. Concerts in the Park is hosted at the Brunk Pavilion at Flat Iron Park in Downtown Lake Geneva, a picturesque setting against the beautiful backdrop of Geneva Lake. This year’s series includes seven concert dates - Thursdays June 25 through August 6 from 6:00 to 8:00 p.m.

### 2025 Event Highlights

- Seven concerts featuring local and regional acts
- 350-500+ weekly attendance
- Over 24,000 unique pageviews on VisitLakeGeneva.com
- 83,000+ Facebook following
- Regional media coverage including Lake Geneva Regional News, WLKG Radio, Milwaukee Journal Sentinel, Discover Wisconsin, and WGN Radio

**Sponsorship Deadline:  
May 6, 2026**

### Sponsor Benefits

VISIT Lake Geneva invites you to support Concerts in the Park through a variety of sponsorship and participation opportunities. Based on sponsorship level, marketing benefits include promotion of your business in various marketing efforts, such as:

- Dedicated event page on VisitLakeGeneva.com
- Series and Weekly Facebook Event pages
- Digital, radio and social media advertising
- Press releases to local and regional media
- Event Brochure and Posters
- Weekly Concert Signage

## Sponsorship Opportunities

### 🎵 Presenting Sponsor - \$5,000

- Primary recognition on all marketing and advertising – website, social media, print, radio, press, collateral
- 3-month ROS ad on visitlakegeneva.com
- Onsite banner signage with your company logo during all performances
- Recognition in weekly band introductions

### 🎵 Band Sponsor - \$1,500 (7 available)

- Recognition as exclusive band sponsor on event brochure, poster, website, and social media
- 3-month ROS ad on visitlakegeneva.com
- Logo on band schedule signage throughout event site
- Option for on-site activation at Flat Iron Park and the opportunity to introduce the band and promote your business.

### 🎵 Brochure Sponsor - \$250 (6 available)

- Logo on event brochure
- Logo/link on event website.

**Questions?**  
Contact  
Brie Schalck-Pacey at  
(262) 812-0023  
or brie@visitlakegeneva.com



## 2026 Sponsorship Agreement

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### SPONSORSHIP LEVEL (check one)

- Presenting Sponsor - \$5,000 (1 available)
- Weekly Band Sponsor - \$1,500 (7 available) 🎵 Requested Date: \_\_\_\_\_
- Brochure Sponsor - \$250 (6 available)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

### Check one:

- My check made payable to VISIT Lake Geneva is enclosed
- Please email invoice to pay by credit card

**Please return your completed Agreement by May 6, 2026, to:**

Brie Schalck-Pacey  
VISIT Lake Geneva  
527 Center St., Lake Geneva, WI 53147  
brie@visitlakegeneva.com

