



THURSDAYS
July 1 – August 12
2021

For more than 25 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 2021, 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 July 1 through August 12 from 6:00 to 8:00 p.m.

2019 Event Highlights

- Five concerts held
- Estimated weekly attendance of 300
- Over 15,000 unique pageviews on VisitLakeGeneva.com
- 45,000+ Facebook event page reach
- Regional media coverage including Lake Geneva Regional News, Milwaukee Journal Sentinel, Discover Wisconsin and Chicago Magazine

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
- Search and social media advertising
- Press releases to local and regional media
- Event Schedule Brochure
- Onsite signage

Sponsorship Deadline:
May 1, 2021

Sponsorship Opportunities

🎵 Presenting Sponsor - \$3,000 (1 available)

- Primary recognition all marketing and advertising – website, social media, print, radio, press
- Onsite banner signage with company logo during all performances
- Recognition in weekly band introductions

🎵 Band Sponsor - \$800 (7 available)

- Recognition on event schedule brochure, website, and social media
- Recognition in band introduction

🎵 Brochure Sponsor - \$250 (4 available)

- Recognition on event website
- Logo or ad/coupon on event schedule brochure

🎵 Food/Beverage Vendor - \$250 (5 available)

- Listing on event website
- Vending space to sell food and/or non-alcoholic beverages
- Vendors selected on a first-come, first-serve basis and based on menu to avoid duplication

Questions?

Contact
Nan Elder at
(262) 374-5595
or nan@visitlakegeneva.com



2021 SPONSOR AGREEMENT

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

SPONSORSHIP LEVEL (check one)

- Presenting Sponsor - \$3,000 (1 available)
- Weekly Band Sponsor - \$800 (7 available)
- Brochure Sponsor - \$250 (4 available)
- Food/Beverage Vendor - \$250 (5 available)

Authorized Signature

Date

Printed Name

Please return your completed Agreement to:

Nan Elder
VISIT Lake Geneva
Email: nan@visitlakegeneva.com
Mail: 527 Center St., Lake Geneva, WI 53147



An invoice will be provided upon receipt/acceptance of application.