



THURSDAYS
June 30 - August 11
2022

For nearly 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 2022, 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 30 through August 11 from 6:00 to 8:00 p.m.

2021 Event Highlights

- Seven concerts held
- Hundreds in attendance each week
- 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

Sponsorship Deadline:
May 16, 2022

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 Schedule Brochure
- Onsite signage

Sponsorship Opportunities

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

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

🎵 Band Sponsor - \$1,000 (7 available)

- Recognition as exclusive band sponsor on event schedule brochure, website, and social media
- Logo on band schedule signage at event site
- Recognition in weekly band introductions, plus opportunity to introduce sponsored band at event

🎵 Brochure Sponsor - \$250 (6 available)

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

🎵 Food/Beverage Vendor - \$250 (3 available)

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

Questions?

Contact
Deanna Goodwin at
(262) 812-0021
or deanna@visitlakegeneva.com



2022 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 - \$1,000 (7 available)
- Brochure Sponsor - \$250 (6 available)
- Food/Beverage Vendor - \$250 (3 available)

Authorized Signature

Date

Printed Name

Please return your completed Agreement by May 16, 2022 with check made payable to VISIT Lake Geneva to:

VISIT Lake Geneva
Attn: Deanna Goodwin
527 Center St., Lake Geneva, WI 53147



For credit card payment please inquire.