



**THURSDAYS**  
**June 29 - August 10**  
**2023**

For more than 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 2023, 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 29 through August 10 from 6:00 to 8:00 p.m.

### 2022 Event Highlights

- Seven concerts featuring local and regional acts
- 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

### 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 Deadline:**  
**May 29, 2023**

## Sponsorship Opportunities

### 🎵 Presenting Sponsor - \$5,000 (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 throughout 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

### Questions?

Contact  
John Trione at  
(262) 812-2052  
or [john@visitlakegeneva.com](mailto:john@visitlakegeneva.com)



## 2023 Sponsor 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 - \$1,000 (7 available) 🎵 Requested Date/Band: \_\_\_\_\_
- 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 29, 2023 to:**

John Trione  
VISIT Lake Geneva  
527 Center St., Lake Geneva, WI 53147  
john@visitlakegeneva.com

