VISIT Lake Geneva

2026 - 2027 Annual Event Sponsorship Packages

BRIE SCHALCK-PACEY
EVENTS MANAGER
brie@visitlakegeneva.com
(262) 812-0023

About Us

Visit Lake Geneva serves as the area's premier Destination Marketing Organization, Chamber of Commerce, and Visitor Information Center for the greater Lake Geneva region. Our Partners are essential to this mission, and we take pride in delivering strong value and measurable return on investment. Today, Visit Lake Geneva continues to encourage, stimulate, and promote economic impact and expansion while still marketing and capitalizing on the area's natural appeal as a lake resort destination. Representing communities and businesses surrounding Geneva Lake, Lake Como, and Delavan Lake, Visit Lake Geneva is committed to delivering strong value and exceptional service to ensure a meaningful return on investment for our Partners.

Mission and Vision.

Visit Lake Geneva is committed to marketing the region to the world in multiple capacities, serving as the premier Destination Marketing Organization, Chamber of Commerce, and Visitor Information Center. Our organization aims to elevate awareness of the Lake Geneva region to its rightful place as a world-class destination through results-driven marketing strategies and business advocacy.

Four Events. One Powerful Community Impact.

Our organization delivers four cornerstone events that energize our community throughout the year: a beloved Christmas Parade, a high-engagement Restaurant Week, a vibrant Summer Concert Series, and a signature Winterfest featuring America's Snow Sculpting Invitational™. Together, these events attract thousands of residents and visitors, generate significant regional media attention, and create meaningful economic activity for local businesses. Their proven success has established Visit Lake Geneva as a year-round driver of community pride and participation. By partnering with us, sponsors align their brand with widely celebrated traditions, strong public engagement, and a track record of delivering memorable experiences that matter.

Community Commitment.

Visit Lake Geneva values being engaged and integrated across the community and region through strategic partnerships to improve prosperity and quality of life.

VISIT Lake Geneva

VISIT Lake Geneva ELECTRIC CHRISTMAS PARADE



Lake Geneva Electric Christmas Parade

Visit Lake Geneva is proud to host the Lake Geneva Electric Christmas Parade. For over 50 years, this annual event is a much-cherished holiday tradition, drawing thousands of local families and visitors alike to celebrate the most wonderful time of the year. On the first Saturday of December, parade floats brighten up our city streets showcasing lights, music and holiday spirit. The Lake Geneva Electric Christmas Parade is more than a holiday event - it's a moving, immersive advertising opportunity where brands become part of the magic.

Santa's Sleigh Presenting Sponsor | SOLD

$5,000

- Sponsor mention in radio commercials broadcast on WLKG 96.1 FM
- Logo on Parade Poster
- Logo and link on Parade website
- Mention in Parade social media promotion
- Emcee acknowledgement during Parade
- Exclusive signage on VIP vehicles during Parade
- Complimentary Run-of-Site Website Ad for one month* (*$400 Value*)
- One Exclusive Email* (*$350 Value*)
- One Exclusive Facebook Post* (*$150 Value*)

Silver Bells Sponsor

$800

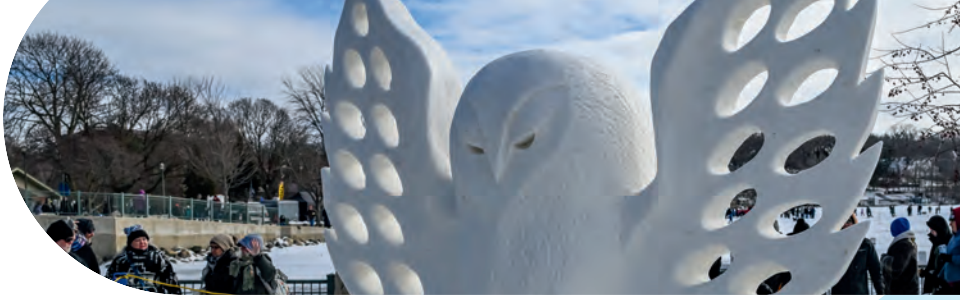
- Logo and link on Parade website
- Emcee ackowledgement during Parade
- One Monthly Insider Email Ad* (*$150 Value*)
- One Exclusive Facebook Post* (*$150 Value*)



Upcoming Parade Dates:

December 5, 2026
December 4, 2027

(*) See Visit Lake Geneva Co-Op Marketing Program for material requirements and reservation deadlines. Based on availability. Must use within six months of event.



Lake Geneva Winterfest

Visit Lake Geneva invites you to join us in celebrating over 30 years of Lake Geneva Winterfest featuring America's Snow Sculpting Invitational™. Over the past three decades, Lake Geneva Winterfest has become a cherished winter tradition, drawing visitors from around the world and delighting both residents and visitors alike. This five-day event along the stunning shores of Geneva Lake brings the most talented and award-winning snow sculptors from around the world to our community. Fifteen teams compete in an epic 72-hour competition, transforming massive blocks of snow into an extraordinary gallery of larger-than-life sculptures.

America's Snow Sculpting Invitational™ headlines an array of other winter-inspired activities as well, including beach bonfires, a downtown ice sculpture walk, live entertainment, and other events throughout the community.

Presenting Sponsor | SOLD

$20,000

The highest level of sponsor visibility and recognition, including brand incorporation, marketing and media exposure, and significant on-site visibility and engagement opportunities.

- Incorporation of Sponsor's name in the official Winterfest logo
- Customized sponsor activation plan for on-site presence and visitor engagement
- Exclusive sponsorship of one snow sculpting team
- Exclusive logo placement on event entry banners
- Top-tier logo placement on event website, brochures and posters, and on-site signage
- Prominent mentions in press releases, media outreach, and social media promotion
- Lead mention in radio advertising and interviews
- Logo in all event email blasts (56,000+ subscribers)
- Premium placed two-page ad in digital event program
- Public service announcements during event weekend
- Visit Lake Geneva advertising package*: 12-month Run-of-Site Website Ad, six Exclusive Facebook Posts, and three Exclusive Emails (*$6,050 Value*)
- Invitation to Team-Sponsor Dinner
- First right of refusal of Presenting Sponsor level for Winterfest 2028



(*) See Visit Lake Geneva Co-Op Marketing Program for material requirements and reservation deadlines. Based on availability. Must use by 12/31/27.

VISIT Lake Geneva WINTERFEST
Presented by Discover Wisconsin



Bonfires on the Beach Sponsor | One Available | Deadline 11.30.26

$7,500

- Exclusive sponsor of Riviera Beach activities during Winterfest on Friday, Saturday, and Sunday
- Customized sponsor activation plan at Riviera Beach
- Exclusive Sponsorship of one snow sculpting team
- Second-tier logo placement on event website, brochures, posters, and on-site signage
- Exclusive logo placement on Riviera Beach entry signs
- Mention in radio advertising and interviews
- Logo in all event email blasts (56,000+ subscribers)
- Full page ad in digital event program
- Public service announcements during event weekend
- Visit Lake Geneva advertising package*: Six-month Run-of-Site Website Ad, three Exclusive Facebook Posts, and two Exclusive Emails (*$3,550 Value*)
- Invitation to Team-Sponsor Dinner

KidZone Sponsor | One Available | Deadline 11.30.26

$7,500

- Exclusive sponsor of Winterfest KidZone
- Customized sponsor activation plan at KidZone site
- Exclusive sponsorship of one snow sculpting team
- Third-tier logo placement on event website, brochures and posters, and on-site signage
- Exclusive logo placement on KidZone entry signs
- Inclusion in social media promotion
- Mention in radio commercials and interviews
- Inclusion in all event email blasts (56,000+ subscribers)
- Full page ad in digital event program
- Public service announcements during event weekend
- Visit Lake Geneva advertising package*: Four-month Run-of-Site Website Ad, two Exclusive Facebook Posts, and one Exclusive Email (*$2,250 Value*)
- Invitation to Team-Sponsor Dinner



(*) See Visit Lake Geneva Co-Op Marketing Program for material requirements and reservation deadlines. Based on availability. Must use by 12/31/27.

VISIT Lake Geneva WINTERFEST

Presented by Discover Wisconsin



Platinum Sponsor | $5,000 | Deadline 11.30.26

- Exclusive sponsorship of one snow sculpting team (first-come, first-serve)
- Fourth-tier logo placement on event website, brochures, posters, and on-site signage
- Inclusion in social media promotion
- Mention in radio commercials and interviews
- Inclusion in event email blasts (56,000+ subscribers)
- Full page ad in digital event program
- Public service announcements during event weekend
- Visit Lake Geneva advertising package*: Three-month Run-of-Site Website Ad, one Exclusive Facebook Post, and one Exclusive Email (*$1,700 Value*)
- Invitation to Team-Sponsor Dinner

Gold Sponsor | $2,500 | Deadline 11.30.26

- Co-sponsorship of one snow sculpting team (first-come, first-serve)
- Fifth-tier logo placement on event website, posters, and on-site signage
- Inclusion in social media promotion
- Inclusion in event email blasts (56,000+ subscribers)
- Full page ad in digital event program
- Visit Lake Geneva advertising package*: Two-month Run-of-Site Website Ad and two Monthly Insider Email Ads (*$750 Value*)
- Invitation to Team-Sponsor Dinner

Silver Sponsor | $ 1,000 | Deadline 11.30.26

- Sixth-tier logo placement on website Sponsor page, event posters, and on-site banners
- Inclusion in event email blasts (56,000+ subscribers)
- Half-page ad in digital event program
- Visit Lake Geneva advertising package*: One-month Run-of-Site Website Ad and one Monthly Insider Email Ad (*$550 Value*)

Bronze Sponsor | $500 | Deadline 12.31.26

- Seventh-tier logo placement on website Sponsor page and on-site banners
- Recognition in Winterfest digital program

Friends of Winterfest Sponsor | $ 100 - $499 | Deadline 1.22.27

- Recognition on event website and in digital event program for individuals, families, or small businesses wishing to show their support for Lake Geneva Winterfest through a monetary gift

(*) See Visit Lake Geneva Co-Op Marketing Program for material requirements and reservation deadlines. Based on availability. Must use by 12/31/27.

VISIT Lake Geneva WINTERFEST
Presented by Discover Wisconsin



Lake Geneva Winterfest

As an official Host Hotel of Lake Geneva Winterfest, Visit Lake Geneva will provide the following marketing and promotional benefits in exchange for complimentary accommodations for two or more snow sculpting teams for five nights - arriving Tuesday, February 2 and departing Sunday, February 7, 2027.*

Host Hotel Sponsor

- Exclusivity as the official Host Hotel for the teams staying at your property
- Logo and link placement on Sponsor page and respective Team pages on website
- Logo on Lake Geneva Winterfest brochures and promotional posters
- Complimentary full-page ad in the official Winterfest digital program
- Recognition on Facebook, Instagram, and other Visit Lake Geneva social media pages
- Inclusion in dedicated social media reel highlighting lodging sponsor properties and hosted teams
- Opportunity to co-host Lake Geneva Winterfest Facebook Event
- Welcome signage for your lobby
- Three-month Run-of-Site Website Ad on VisitLakeGeneva.com** (*$1,200 Value*)
- One Exclusive Email Blast** (*$350 Value*)
- Invitation to Team-Sponsor Dinner





(*) Each team of three requires three beds. (Can be a double room + sleeper sofa or roll-away bed.)
(**) See Visit Lake Geneva Co-Op Marketing Program for material requirements and reservation deadlines. Based on availability. Must use by 12/31/27.



Lake Geneva Restaurant Week

Visit Lake Geneva is proud to present Lake Geneva Restaurant Week, celebrating the area's amazing and diverse culinary scene and positioning the Lake Geneva region as a premier dining destination. Coinciding with Restaurant Week, is the Charity Check Program, which further strengthens the connection between the Lake Geneva region's vibrant dining scene and the communities served. This much-anticipated event will offer visitors and residents the opportunity to enjoy exclusive Restaurant Week-only menus for breakfast, lunch, and dinner at dozens of participating restaurants during the last week of April each year. Restaurant Week invites locals and visitors to explore new restaurants, take advantage of special menus at their favorites, and support businesses and non-profits in our communities.

Charity Check Sponsor | $ 10,000 | One Available

With each meal out, diners will have the opportunity to vote for a Charity Check nominee to receive one of four cash donations of $2,500. As the sole sponsor of the Charity Check, you will receive top-level placement of logo/brand in all Restaurant Week marketing, including:

- Sponsor mention in radio commercials broadcast on WLKG 96.1 FM
- Sponsor mention in all media releases and outreach
- Logo on Restaurant Week poster and brochures
- Logo and Link on Restaurant Week website
- Mention in Restaurant Week social media and email promotion
- Logo on Restaurant Week Menus and Charity Check Ballot

Main Dish Sponsor | $ 1,500

- Logo on Restaurant Week poster and brochures
- Logo and Link on Restaurant Week website
- Mention in Restaurant Week social media and email promotion
- Logo on Restaurant Week Menus

Small Plates Sponsor | $750

- Logo on Restaurant Week poster and brochures
- Logo and Link on Restaurant Week website

Staff Appreciation Sponsor

- Donate gift cards, experiences, product, or services for the Restaurant Week Staff Appreciation Drawing to recognize area restaurant staff for their exceptional service. Sponsors wishing to show their support and say thank you will be recognized with a logo and link on the Restaurant Week website.

VISIT Lake Geneva CONCERTS IN THE PARK



Lake Geneva Concerts in the Park

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 by bringing high-quality, free entertainment to our community, including regionally recognized musical talent that attracts audiences from key target markets. Concerts in the Park is hosted every summer for seven weeks at the Brunk Pavilion in Flat Iron Park in Downtown Lake Geneva, a picturesque setting against the beautiful backdrop of Geneva Lake.

Lakeshore Presenting Sponsor | $5,000 | One Available

- Primary recognition on all marketing and advertising - website, social media, print, radio, and press outreach
- Six-month Run-of-Site Ad on VisitLakeGeneva.com* (*$2,400 Value*)
- Option for on-site activation at Flat Iron Park for all seven weeks
- On-site banner signage with company logo during all performances
- Recognition in weekly band introductions

Waterfront Stage Sponsor | $ 1,500 | Seven Available

- Exclusive band sponsor on event brochure, poster, website, and social media
- Three-month Run-of-Site Ad on VisitLakeGeneva.com* (*$1,200 Value*)
- Logo on band schedule signage throughout event site
- Option for on-site activation at Flat Iron Park on selected date
- Opportunity to introduce the band and promote your business

Parkside Partner Sponsor | $250 | SOLD

- Logo on Concerts in the Park brochure
- Logo and link on Concerts in the Park website



2027 Concert Dates:

June 24
July 1
July 8
July 15
July 22
July 29
August 5

(*) See Visit Lake Geneva Co-Op Marketing Program for material requirements and reservation deadlines. Based on availability. Must use by 12/31/27.

Event Impact

Winterfest
featuring America's Snow Sculpting Invitational™

371K WEBSITE VIEWS

2.2M SOCIAL MEDIA IMPRESSIONS

30K ONLINE PROGRAM VIEWS

72K ATTENDANCE

60 MEDIA STORIES

Restaurant Week

33 PARTICIPATING RESTAURANTS

50K WEBSITE VIEWS

96K SOCIAL MEDIA IMPRESSIONS

20 CHARITY CHECK NOMINEES

34 STAFF APPRECIATION NOMINEES

Concerts in the Park

7 WEEKS OF MUSIC

23K WEBSITE VIEWS

80K SOCIAL MEDIA IMPRESSIONS

462 AVERAGE WEEKLY ATTENDANCE

Christmas Parade

87 PARADE FLOATS

13K WEBSITE VIEWS

170K SOCIAL MEDIA IMPRESSIONS

7.2K ATTENDANCE

527 Center St
Lake Geneva, WI 53147

VISIT Lake Geneva
visitlakegeneva.com

(262) 812-0023
brie@visitlakegeneva.com

2026 / 2027 EVENT SPONSORSHIP AGREEMENT

Business / Organization _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Website _____

SPONSORSHIP LEVELS

2026 ELECTRIC CHRISTMAS PARADE

- ☐ Santa's Sleigh Sponsor | $5,000 **(SOLD)**
- ☐ Silver Bells Sponsor | $800

2027 WINTERFEST

- ☐ Presenting Sponsor | $20,000 **(SOLD)**
- ☐ Bonfires on the Beach Sponsor | $7,500
- ☐ KidZone Sponsor | $7,500
- ☐ Platinum Sponsor | $5,000
- ☐ Gold Sponsor | $2,500
- ☐ Silver Sponsor | $1,000
- ☐ Bronze Sponsor | $500
- ☐ Friends of Winterfest | $_____

2027 RESTAURANT WEEK

- ☐ Charity Check Sponsor | $10,000
- ☐ Main Dish Sponsor | $1,500
- ☐ Small Plates Sponsor | $750
- ☐ Ambassador Sponsor

2027 CONCERTS IN THE PARK

- ☐ Lakeshore Presenting Sponsor | $5,000
- ☐ Waterfront Stage Sponsor | $1,500 | Requested Date:_____
- ☐ Parkside Partner Sponsor | $250 **(SOLD)**

2027 ELECTRIC CHRISTMAS PARADE

- ☐ Santa's Sleigh Sponsor | $5,000 **(SOLD)**
- ☐ Silver Bells Sponsor | $800

PAYMENT TYPE

- ☐ **CHECK |** Make payable to Visit Lake Geneva and submit with this form
- ☐ **CREDIT CARD |** Visit Lake Geneva will email an invoice to pay online; payable upon receipt

Authorized Signature _____ Date _____

Print Name _____

Please return this completed agreement by mail or email.

Visit Lake Geneva
Attn: Brie Schalck-Pacey
527 Center St | Lake Geneva, WI 53147
brie@visitlakegeneva.com

Thank You!

All sponsorship proceeds go towards event production, including operational and marketing expenses. Visit Lake Geneva is a not-for-profit 501(c) 6 organization. Sponsorships are not tax deductible.


Audrey L's




Lake Geneva
LAKE GENEVA




WINTERFEST