



APRIL 24 – MAY 2, 2021

LAKE GENEVA RESTAURANT WEEK Sponsor Opportunities

VISIT Lake Geneva is proud to present the sixth annual Lake Geneva Restaurant Week, designed to celebrate our area's amazing and diverse culinary scene and position the Lake Geneva region as a premier dining destination. This much-anticipated event will offer visitors and residents the opportunity to enjoy special, fixed-price menus for breakfast, lunch and dinner at dozens of participating restaurants. Restaurant Week will entice visitors to explore new restaurants, take advantage of special menus at their favorites, and support small businesses in our community. Visitors to Restaurant Week will also enjoy special hotel rates and packages, as well as events and activities at local retailers, attractions and resorts. Promotional giveaways and special features on our social media sites will further engage visitors to make their Restaurant Week experience a memorable one.

VISIT Lake Geneva invites you to become a sponsor of Restaurant Week and support our mission to bring positive economic impact to the Lake Geneva region through tourism.

2019 Restaurant Week Highlights

- 22 participating restaurants
- Diners came from 38 states and 4 countries
- 80% of diners surveyed said they would return to the Lake Geneva area to dine again
- Media coverage included Make It Better Magazine and Fox 6 Milwaukee





2021 SPONSORSHIP LEVELS

① Charity Check Sponsor | \$5,000 (one available)

With each meal out, diners vote for one of five local charities to receive the \$5,000 Charity Check. As the sole sponsor of the Charity Check, you will receive exclusive, top-level placement of logo/brand in all Restaurant Week marketing, including:

- Website
- Rack cards
- Posters
- Email Marketing
- Menus
- Social Media
- Print and radio advertising
- Press Releases
- Opportunity for cooperative programming
- Restaurant Week Charity Check Ballot

② Platinum Sponsor | \$5,000

Includes Platinum (second) level placement of logo/brand in Restaurant Week marketing:

- Website
- Rack cards
- Posters
- Email Marketing
- Menus
- Social Media
- Print and radio advertising
- Press Releases
- Opportunity for cooperative programming

③ Media Sponsor | \$3,000

Includes Media (third) level placement of logo/brand in Restaurant Week marketing:

- Website
- Rack cards
- Posters
- Email Marketing
- Menus
- Social Media

④ Gold Sponsor | \$1,500

Includes Gold (fourth) level placement of logo/brand in Restaurant Week marketing:

- Website
- Rack cards
- Posters
- Email Marketing

⑤ Silver Sponsor | \$500

- Includes Silver (fifth) level placement of logo/brand on the Lake Geneva Restaurant Week website.

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



Lake Geneva Restaurant Week 2021 Sponsorship Agreement

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

SPONSORSHIP LEVEL *(please check one)*

- Charity Check Sponsor (\$5,000)
- Platinum (\$5,000)
- Media (\$3,000)
- Gold (\$1,500)
- Silver (\$500)

Authorized Signature

Date

Printed Name

Please return your completed Agreement
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 or invoicing please inquire.