



April 23 - May 1, 2022

LAKE GENEVA RESTAURANT WEEK Sponsorship Opportunities

VISIT Lake Geneva is proud to present the seventh 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 exclusive Restaurant Week-only menus for breakfast, lunch, and dinner at dozens of participating restaurants from April 23 through May 1. Restaurant Week will entice visitors to explore new restaurants, take advantage of special menus at their favorites, and support small businesses in our community. Restaurant Week guests will also enjoy special promotions and packages from local retailers, attractions, and hotels. Promotional giveaways and featured content on VISIT Lake Geneva social media pages and website 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 culinary tourism.

2021 Restaurant Week Highlights

- 25 participating restaurants
- Nearly 30,000 website visits
- More than 19,000 Facebook followers
- Media coverage by Fox 6 Milwaukee, Milwaukee Journal Sentinel and more





2022 SPONSORSHIP OPPORTUNITIES

① Charity Check Sponsor | **SOLD**

With each meal out, diners will have the opportunity to vote for one of our 2022 Charity Check nominees to receive one of five cash donations ranging from \$1,000 to \$5,000. 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
- Radio advertising
- Media releases and outreach
- 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
- Radio advertising
- Media releases and outreach
- 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

⑥ Friends of Restaurant Week Sponsor | **\$100-\$499**

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

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



APRIL 23 - MAY 1, 2022

Lake Geneva Restaurant Week 2022 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)
- Friends of Restaurant Week \$_____

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