



APRIL 20 - 28, 2024

LAKE GENEVA RESTAURANT WEEK Sponsorship Opportunities

VISIT Lake Geneva is proud to present the ninth 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 20 through April 28. 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.

2023 Restaurant Week Highlights

- 29 participating restaurants
- More than 37,000 website visits
- Social media reach of 425,000+
- Media coverage by Fox 6 Milwaukee, Milwaukee Journal Sentinel and more





2024 SPONSORSHIP OPPORTUNITIES

① Charity Check Sponsor | **SOLD**

With each meal out, diners will have the opportunity to vote for one of our 2024 Charity Check nominees to receive one of six 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 | **\$3,000**

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 Gold Sponsor | **\$1,500**

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

- Website
- Rack cards
- Posters
- Email marketing

④ Silver Sponsor | **\$500**

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

⑤ Friends of Restaurant Week Sponsor | **\$100-\$499**

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

Questions?

Contact John Trione, Marketing & Events Manager
(262) 812-2052 or john@visitlakegeneva.com.



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Lake Geneva Restaurant Week 2024 Sponsorship Agreement

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

SPONSORSHIP LEVEL *(check one)*

- Charity Check Sponsor (SOLD)
- Platinum (\$3,000)
- Gold (1,500)
- Silver (\$500)
- Friends of Restaurant Week \$ _____

Authorized Signature

Date

Printed Name

Check one:

- My check made payable to VISIT Lake Geneva is enclosed.
- Email me an invoice for online payment.

Please return your completed Agreement via:

- Email: john@visitlakegeneva.com
- Mail: VISIT Lake Geneva | Attn: John Trione | 527 Center St., Lake Geneva, WI 53147