



**April 19 - 27, 2025**

## **LAKE GENEVA RESTAURANT WEEK Sponsorship Opportunities**

VISIT Lake Geneva is proud to present the tenth 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 19 through April 27. 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.

### **2024 Restaurant Week Highlights**

- 37 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





## 2025 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 Brie Pacey, Events Manager at (262) 812-0023 or [brie@visitlakegeneva.com](mailto:brie@visitlakegeneva.com)

VISIT Lake Geneva | 527 Center Street, Lake Geneva, WI 53147 | (262) 248-1000 | [VisitLakeGeneva.com](http://VisitLakeGeneva.com)



# Lake Geneva Restaurant Week 2025 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

Please return your completed Agreement via:

- Email: [brie@visitlakegeneva.com](mailto:brie@visitlakegeneva.com)
- Mail: VISIT Lake Geneva | Attn: Brie Pacey | 527 Center St., Lake Geneva, WI 53147

### Check one:

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