



April 18 - 26, 2026

LAKE GENEVA RESTAURANT WEEK Sponsorship Opportunities

VISIT Lake Geneva is proud to present the 11th 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 18 through April 26. Restaurant Week will entice visitors to explore new restaurants, take advantage of special menus at their favorites, and support small businesses in our community. Promotional giveaways and featured content on VISIT Lake Geneva social media platforms 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.

2025 Restaurant Week Highlights

- 33 participating restaurants
- More than 30,000 website visits
- Social media reach of: 425,000+
- Media coverage by TMJ4 Milwaukee, WGN Radio, Milwaukee Journal Sentinel, WCLO Radio, and more





2026 SPONSORSHIP OPPORTUNITIES

① Charity Check Sponsor | **[SOLD]**

With each meal out, diners will have the opportunity to vote for one of our 2026 Charity Check nominees to receive one of four cash donations of \$2,500. 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
- Social media
- Media releases and outreach
- Opportunity for cooperative programming
- Menus

③ Gold Sponsor | **\$1,500**

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

- Website
- Rack cards*
- Posters*
- Email marketing

***Deadline to be included in print collateral is March 1, 2026.**

Questions?

Contact Brie Schalck-Pacey, Events Manager at (262) 812-0023 or brie@visitlakegeneva.com



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Lake Geneva Restaurant Week 2026 Sponsorship Agreement

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

SPONSORSHIP LEVEL *(check one)*

- Charity Check Sponsor (\$10,000)
- Platinum (\$3,000)
- Gold (1,500)

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