

# VERONA

WISCONSIN

*It's a vibe.*



Mural by Tavo at Alice Good Coffee



# VISIT VERONA SPONSORSHIP PROGRAM

Visit Verona is dedicated to supporting events and projects that enhance the local economy and promote Verona as a destination. Our Event and Project Sponsorship Program provides financial and in-kind support to organizers who demonstrate a strong potential for economic impact, visitor engagement, and marketing value. By investing in events and projects that attract attendees, generate hotel stays, and offer promotional opportunities, Visit Verona aims to create positive economic impact for the community and memorable experiences for our guests.

## MINIMUM ELIGIBILITY CRITERIA

**1**

**Demonstrate potential to contribute to the local economy.**

**2**

**Provide Verona visitor information to attendees.**

**3**

**Complete a post-event summary.**



# EVALUATION CRITERIA

**Economic Impact:**  
Local spending potential.

**Hotel Room Nights:**  
Number of overnight stays generated.

**Engagement:**  
Potential to for ongoing impact or repeat visits.

**Press & Publicity:**  
Media coverage opportunity.

**Marketing Value:**  
Promotional benefit to sponsors.

**Budget Alignment:**  
Sponsorship as a % of event cost.



# Sponsorship Levels

IN-KIND OR HOSPITALITY

\$1,000

\$2,500

\$4,000

CUSTOM

Demonstrates potential to contribute to the local economy.  
Provides audience with Verona visitor information.  
Completes post-event survey.

Provides sponsor recognition.  
Promotes Verona hotels.

Aligns with a current travel marketing trend or signature story.\*  
Event or project will generate media interest or other marketing.  
Anticipates a minimum of 1,000 attendees or 100 room nights

Event or project is new to Verona, hosted on preferred dates, has potential for ongoing impact and/or a large operating budget.

Event and project organizers with their own sponsor levels and benefits, please submit those with your application.

In-kind and hospitality options include sponsored food or beverages for volunteers, coaches, or officials, as well as giveaway items such as a popcorn station, lanyards, magnets, keychains, or bags.

Current trends and signature stories include Urban Outdoor, Creative Culture, Uniquely WI, Culinary, Sustainability, Accessibility, "Coolcationing", Sports Tourism, Wellness, Inclusivity, Astrotourism and Heritage.

# Application Process



EVENT DATES	JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC
APPLICATION DEADLINE	NOV 1	FEB 1	MAY 1	AUG 1
APPROVALS SENT	NOV 15-30	FEB 15-28	MAY 15-31	AUG 15-31
PAYMENTS SENT	DEC 1	MAR 1	JUN 1	SEP 1
POST EVENT REPORT DUE	MAY 1	AUG 1	NOV 1	FEB 1

Apply at [VisitVeronaWI.com/sponsorships](https://www.VisitVeronaWI.com/sponsorships)



# In-Kind & Hospitality Options



## COFFEE, MEAL OR SNACK STATION

Help event personnel stay energized and appreciated with a sponsored coffee, meal, or snack station. Provide refreshments for a designated group, such as officials, volunteers, coaches, or instructors. Consider a morning coffee bar, a grab-and-go snack station, a lunch or happy hour to create a great event experience while highlighting Visit Verona's support.



## VIP CONCESSION CARDS

Provide select attendees with VIP cards redeemable at event concessions. Allow recipients to choose their favorites and increase concessions revenue. Ideal for officials, sponsors, or key event contributors, this sponsorship option delivers a personalized touch while reinforcing Visit Verona's commitment to hospitality.



## POPCORN PARTY

Popcorn and custom-branded bags provided by Visit Verona that you can give away to attendees or sell at concessions. Showcase our destination with a simple and fun addition to your event.



## BRANDED GIVE AWAYS

Options include lanyards, magnets, keychains, tote bags, postcards, playing cards or other giveaways customized with the Visit Verona logo. Contact us for more options.



## EVENT SIGNAGE

Increase visibility and enhance your event experience with co-branded signage. This could include banners, directional signs, welcome displays, etc.



Contact [aplumer@veronawi.com](mailto:aplumer@veronawi.com)





# VERONA WISCONSIN

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