

# 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 can provide 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 report.

# EVALUATION CRITERIA

## ECONOMIC IMPACT:

Local spending potential.

## HOTEL ROOM STAYS:

Number of overnight stays generated.

## ENGAGEMENT:

Potential for ongoing impact and repeat visits.

## PRESS & PUBLICITY:

Media coverage opportunities.

## MARKETING VALUE:

Promotional benefit to sponsors.

## BUDGET ALIGNMENT:

Sponsorship as a % of event cost.

# SPONSORSHIP LEVELS

IN-KIND OR  
HOSPITALITY

\$1000

\$2,500

\$4,000

CUSTOM



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



Provides sponsor recognition.  
Promotes Verona hotels.



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



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

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



Custom sponsorship levels and benefits.  
Submit custom ask with application

# 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

***30 DAYS FROM END OF EVENT***

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



# IN-KIND & HOSPITALITY OPTIONS



## COFFEE, MEAL OR SNACK STATION

Provide refreshments for a designated group - such as officials, volunteers, coaches, instructors.

Consider a morning coffee bar, a grab-and-go snack station, a lunch or happy hour to help create a great experience while highlighting Visit Verona's support.



## VIP CONCESSION CARDS

Provide select attendees with VIP concession cards redeemable at event. Ideal for officials, sponsors, key event contributors.

This option delivers a personalized touch while promoting Visit Verona's commitment to hospitality.



## POPCORN PARTY

Custom-branded popcorn bags provided by Visit Verona that you can giveaway to attendees or sell at concessions.

Showcase Verona as a destination with a simple and fun addition to your event or program.



## BRANDED GIVEAWAYS

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.

