

# Proposed 2024 Community Events

*New events in green.*

- Snowman Making Contest - January 1 - March 1
- Bulk Item Drop-off - TBD
- Bike and Walk for the Health of It - May 16
- Farmers Market - Sundays from June 9 - October 20
- Movie Under the Stars - option of adult movie night
  - Friday, June
  - Friday, July
  - Friday, August
  - **Friday, September**
- Community Garage Sale - Friday, June 21 - Sunday, June 23
- **Kronenwetter Garden Event - Peak garden time is mid-July**
- National Night Out - Tuesday, August 6
- Kronenwetter Lions Club Fall Festival \*not a Village event - September 14, 2023
- Trick-or-treat hours - October 31, 4-7 p.m.
- Deck the Yard - register by Thursday, Dec. 12

# BUILD BRAND AWARENESS IN KRONENWETTER

## Sponsor a 2024 Village of Kronenwetter Event



Show the residents of Kronenwetter you support their hometown! In return they will support you! Add your business to one of our 2024 Community Events. Our community events attract residents from around the area and continue to grow each year.

Sponsorship means **free advertising** on our social media sites, website and printed marketing materials; developing **name recognition and awareness**; establishing **goodwill** within the community and among the residents; **converting residents into customers or supporters**; and of course, **building your brand**.

We offer many ways you can lend your support to our events:

- **Money donations** are always welcome. No increment is too small.
- **Showing up!** Many of our events offer space for you to run a booth advertising to the community what you do and demonstrating your support for the Village.
- **Resource donations** are incredible. Maybe you have something spectacular that will add to our events (bounce houses, art projects, prizes for giveaways, gift certificates, etc.). We welcome your ideas and items.

Please peruse our 2024 event lineup and let us know how YOU would like to show the residents of Kronenwetter that you support them AND their hometown.

We look forward to working with you.



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# KIDS SNOWMAN MAKING CONTEST

**WHEN:** January 1 - March 1, 2024

**WHAT:** Kids ages 0 - 18 submit photos of their snowman creations.

Judging occurs by residents with an online survey. There are winners in the following categories: Best Team Work, Biggest, Most Classic, Most Creative, and a Random Pick

**HIGHLIGHTS:** This popular contest gains great traction on our social media sites and local news outlets. Posts reach 1K+ and positive feedback is in abundance. Even adults submit their snowman photos.

**PARTICIPANTS:** 29 submissions (and growing)

**SPONSORSHIP OPPORTUNITIES:**

- **MAIN EVENT SPONSOR -PRIZES - \$150** - Gift cards or ice-cream coupons are usually given to each participant. We'd love to hear your prize ideas!
- **SURVEY SPONSOR** - \$150 - Help purchase digital survey service used for determining winner.

**SPONSOR EXPOSURE:**

- Your business name plastered on ALL social media posts, event pages, website event pages, printed posters, 2024 Village of Kronenwetter Event Card (printed), printed newsletters, e-newsletters, press releases and post event video.

# BIKE & WALK FOR THE HEALTH OF IT

**WHEN:** May 16, 2024

**WHAT:** Residents are invited to bike or walk a 1, 3, or 9-mile course. Everyone gets a free raffle ticket to win one of the donated baskets. All kids win a prize and maybe even one of the 3 or 4 donated bikes. Aspirus sponsors a free helmet fitting booth with 50 helmets to give away. Light snacks and water bottles are provided. Food vendors provide food for purchase.

**HIGHLIGHTS:** Great way to kick off the summer. Kronenwetter Police and Fire join the fun.

**PARTICIPANTS:** 150+ residents

**SPONSORSHIP OPPORTUNITIES:**

- **BIKES FOR RAFFLE-** \$500 to purchase 3-4 youth-sized bikes
- **BASKETS FOR RAFFLE** -Build or sponsor (\$75) a basket. Residents receive free raffle ticket.
- **SWAG SPONSOR** - \$200 Help purchase fun swag (WITH YOUR NAME ON IT) that will be handed out to those in attendance.

**SPONSOR EXPOSURE:**

- Your business name plastered on ALL social media posts, event pages, website event pages, printed posters, 2024 Village of Kronenwetter Event Card (printed), printed newsletters, emailed newsletters, press releases and post event video.
- Booth space at the event to advertise your business or services.
- Physical signs at the venue identifying your business as the sponsor.

**VILLAGE WEBSITE EVENTS PAGE**



# FARMERS MARKET

**WHEN: EVERY** Sunday from June 9 - October 20

**WHAT:** Residents can peruse the booths filled with fresh produce, baked goods and more while they listen to live music. Booths are free for residents or \$20 for the entire summer for non-residents. Electricity costs an additional \$30.

**HIGHLIGHTS:** Over 30 booths were registered in 2023. This event continues to get good feedback on social media and offline. This event attracts customers from all over central WI.

**SPONSORSHIP OPPORTUNITIES:**

- **MAIN MARKET SPONSOR** - \$1600
- **MUSIC AT THE MARKET** - \$200 - Sponsor a musician to perform one day at the market.

**SPONSOR EXPOSURE:**

- Business name plastered on ALL social media posts, event pages, website event pages, printed posters, 2024 Village of Kronenwetter Event Card (printed), printed newsletters, emailed newsletters, press releases.
- Booth space at the event to advertise your business or services.
- Physical signs at the Farmers Market venue identifying your business as the sponsor.

# MOVIES UNDER THE STARS

**WHEN:**

**WHAT:** Residents gather in one of the Kronenwetter parks to enjoy an outdoor movie. This event takes place four times over the summer. Food vendors are one site. Sponsors can help choose which movie is shown and host a booth.

**HIGHLIGHTS:** Popular summertime event that draws large crowds and multiple food vendors.

**SPONSORSHIP OPPORTUNITIES:**

- **MOVIE SPONSOR**- \$600 - Be the official movie HOST/SPONSOR, help choose the movie and/or run a booth at the event.
- **RAFFLE BASKET SPONSOR** - Build or sponsor (\$75) a basket. Residents receive a free raffle ticket. They choose which basket raffle to enter.
- **SWAG SPONSOR**- \$200 Help purchase fun swag (WITH YOUR NAME ON IT) that will be handed out to those in attendance.

**SPONSOR EXPOSURE:**

- Your business name plastered on ALL social media posts, event pages, website event pages, printed posters, 2024 Village of Kronenwetter Event Card (printed), printed newsletters, emailed newsletters, press releases, pre-movie video and post event video.
- Booth space at the event to advertise your business or services
- Physical signs at the venue identifying your business as the sponsor

**VILLAGE EVENT VIDEOS**



# COMMUNITY GARAGE SALE WEEKEND

**WHEN:** Friday, June 21 - Sunday, June 23

**WHAT:** Residents are invited to host or sale or spend the weekend visiting the sales. A map is printed with all the sale addresses. Sponsors will have their logos printed on the maps that are available online and at the Municipal Center.

**HIGHLIGHTS:** This event generates A LOT of online and offline engagement. It is a very popular event for the entire area.

**SPONSORSHIP OPPORTUNITIES:**

- **SPONSOR THE MAP** - \$100

**SPONSOR EXPOSURE:**

- Business name plastered on ALL social media posts, event pages, website event pages, printed posters, 2024 Village of Kronenwetter Event Card (printed), printed newsletters, emailed newsletters, press releases.
- Your business logo on the map.

**NEW**

## *Spectacular Gardens Showcase*

**WHEN:** July - August

**WHAT:** Residents are invited to nominate beautiful gardens within the Village. Once nominated a Village staffer will visit the garden site and capture photos. Photos will be displayed online using social media sites and the Village website. Residents will be invited to vote on their favorites. Winners will receive prizes.

**SPONSORSHIP OPPORTUNITIES:**

- **MAIN EVENT SPONSOR - PRIZES** - \$300
- **SURVEY SPONSOR** - \$150 Help purchase digital survey service used for determining winner.

**SPONSOR EXPOSURE:**

- Your business name plastered on ALL social media posts, event pages, website event pages, printed posters, 2024 Village of Kronenwetter Event Card (printed), printed newsletters, emailed newsletters, press releases, survey marketing and event garden videos.

**VILLAGE FACEBOOK PAGE**



# NATIONAL NIGHT OUT

**WHEN:** August 6, 2024

**WHAT:** Residents can check out vehicles and personnel from Kronenwetter Police Department; Kronenwetter Fire Department; Kronenwetter Parks Department; Marathon County Swat and Bomb Squad. Food vendors are on hand. Raffle baskets are donated and raffled.

**HIGHLIGHTS:** Kronenwetter is one of only two county municipalities that holds this event. Residents come from both Portage and Marathon Counties. This event is always well attended.

**SPONSORSHIP OPPORTUNITIES:**

- **MAIN EVENT SPONSOR** - \$300
- **RAFFLE BASKET SPONSOR** - Build or sponsor (\$75) a basket. Residents receive a free raffle ticket. They choose which basket raffle to enter.
- **SWAG SPONSOR**- \$200 Help purchase fun swag (WITH YOUR NAME ON IT) that will be handed out to those in attendance.

**SPONSOR EXPOSURE:**

- Your business name plastered on ALL social media posts, event pages, website event pages, printed posters, 2024 Village of Kronenwetter Event Card (printed), printed newsletters, emailed newsletters, press releases and post event video.
- Booth space at the event to advertise your business or services.
- Physical signs at the venue identifying your business as the sponsor.

## Deck the Yard

**WHEN:** December, Winners are announced in January

**WHAT:** Residents are invited to decorate their home or business with holiday decorations. A digital map of decorated homes is created provided online. Homes are judged by an online survey. Winners and participants receive prizes.

**HIGHLIGHTS:** This is a highly popular and contested event. Over 7 hundred people voted for their favorite decorated home in 2022.

**SPONSORSHIP OPPORTUNITIES:**

- **MAIN EVENT SPONSOR - PRIZES** - \$300
- **SURVEY SPONSOR** - \$150

**SPONSOR EXPOSURE:**

- Business name plastered on ALL social media posts, event pages, website event pages, printed posters, 2024 Village of Kronenwetter Event Card (printed), printed newsletters, emailed newsletters, press releases and post event video.



# 2024 VILLAGE OF KRONENWETTER COMMUNITY EVENTS

## SPONSORSHIP OPPORTUNITIES

Sign up now to have your name on one of our popular community events!

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please mark the event(s) you would like to sponsor:

### Kids Snowman Making Contest

- \$150 Main Event Sponsor - PRIZES
- \$150 Survey Sponsor

### Spectacular Gardens Showcase

- \$500 Main sponsor
- \$150 Survey sponsor

### Bike and Walk for the Health of It

- \$500 Bikes for raffle
- \$75 to build a raffle basket
- Raffle basket
- Swag Sponsor

### National Night Out

- \$300 Main sponsor
- \$75 to build a raffle basket
- Raffle basket
- \$200 Swag sponsor

### Farmers Market

- \$1600 Main Market Sponsor
- \$200 Musician Sponsor

### Deck the Yard

- \$300 Main Event Sponsor - PRIZES
- \$150 Survey sponsor

### Community Garage Sale Weekend

- \$100 Sponsor the Map

### Movies Under the Stars

- \$600 Movie Sponsor
- \$75 to build to raffle basket
- Raffle basket
- Swag sponsor

**SUBMIT TO WILLIAM GAU AT**  
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*thank you*



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