



MENOMONEE FALLS

EVENTS

building our community one event at a time



2026

SPONSORSHIP

opportunities



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EVENTS

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262.415.7013 ☎



SPONSOR MENOMONEE FALLS EVENTS AND ELEVATE YOUR BRAND

Sponsoring MFE isn't just about supporting a great cause—it's an opportunity to boost your business's visibility and showcase your role as a dedicated community partner.

- Strengthen your reputation
- Build lasting customer loyalty
- Connect with potential clients who value local engagement

YOUR SPONSORSHIP COMES WITH AMAZING PERKS LIKE:

- Logo placement across event materials
- Mentions in event promotions
- Direct opportunities to showcase your brand in front of a passionate audience



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Let's work together to make a positive impact and grow your presence in the community!

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MENOMONEE FALLS
EVENTS

buildingourcommunityoneeventatatime

our events



fall

SEPTEMBER
2 BEER GARDEN @ VP

summer

AUGUST
5 BEER GARDEN @ VP
8 FALLS KIDS FESTIVAL @ VP
12 BEER GARDEN @ VP
13 FALLS SUNSET CONCERT SERIES @VP
19 BEER GARDEN @ VP
20 FALLS FAMILY MOVIE NIGHT @ VP
22 FALLS FESTIVAL OF THE ARTS @ VP
26 BEER GARDEN @VP
27 FALLS SUNSET CONCERT SERIES @VP

summer

JULY
1 BEER GARDEN @ VP
8 BEER GARDEN @ VP
9 FALLS SUNSET CONCERT SERIES @ VP
15 BEER GARDEN @ VP
16 FALLS FAMILY MOVIE NIGHT @ VP
22 BEER GARDEN @ VP
23 FALLS SUNSET CONCERT SERIES @ VP
29 BEER GARDEN @ VP

summer

JUNE
3 BEER GARDEN @ VP
10 BEER GARDEN @ VP
11 FALLS SUNSET CONCERT SERIES @ VP
17 BEER GARDEN @ VP
18 FALLS FAMILY MOVIE NIGHT @ VP
24 BEER GARDEN @ VP
25 FALLS SUNSET CONCERT SERIES @ VP

spring

MAY
23 FALLS MEMORIAL FEST @ MAIN STREET, MILL POND PLAZA & VP
24 FREE CONCERT FOR OUR VETS @ VP

MENOMONEE FALLS EVENTS

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FALLS MEMORIAL FEST



2026

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VP-VILLAGE PARK



YOUR
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THE FALLS
Sunset
concert series

JUNE-AUGUST | 2ND & 4TH THURSDAYS

MILWAUKEE TOOL AMPHITHEATER
AT VILLAGE PARK

Sponsorship Opportunities

WHO:

Menomonee Falls Events | MFE

Committee members, made up of music-loving community representatives, are excited about the lineup for the 2026 concert series. MFE is a 501(c)(3) non-profit led by a group of local business and community leaders.

WHAT & WHERE:

Concert Series in Village Park

The Falls Sunset Concert Series is Menomonee Falls' premier, FREE, family friendly, live music event series held in beautiful Village Park on the Milwaukee Tool Amphitheater stage, in the heart of downtown. Music talent featured will include local, regional, and national acts!

WHEN:

2nd & 4th Thursdays: June 11 & 25, July 9 & 23 , August 13 & 27

Six Concerts will take place on the 2nd & 4th Thursdays in June, July and August. The NEW Beer Garden will open at 5:00 pm with a variety of food vendors and sponsors on-site. Music begins at 6pm.

WHY:

Provide great music experiences for the community and beyond!

This series, which started in 2021, continues to grow. The 2025 series had over 30,000 people attending the concerts and over 310,000 engagements on social media. The 2026 series is only possible with the financial support of area businesses, clubs, and organizations, as well as numerous community volunteers.



For more information or to secure your sponsorship, email stevemfevents@gmail.com or call Steve 414.791.8911

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THE FALLS
Sunset
concert series

JUNE-AUGUST | 2ND & 4TH THURSDAYS

MILWAUKEE TOOL AMPHITHEATER
AT VILLAGE PARK

Sponsorship Opportunities

FRONTMAN SPONSOR - \$10,000 (1 AVAILABLE)

On-stage speaking opportunity at all 6 concerts (headliner). A 10x10 activation area to promote your business, entertain staff or clients at all 6 concerts. Total of 160 free drink tickets good at all 2026 MFE events. Lead billing on all marketing, including but not limited to banners, on-site TVs, posters, stage announcements, A Frame signage, website, and social media. *As the Frontman, you are the Star!*

I'M WITH THE BAND SPONSOR - \$7,500

On-stage speaking opportunity at 5 concerts. A 10x10 activation area to promote your business, entertain staff or clients at all 6 concerts. Total of 120 free drink tickets good at all 2026 MFE events. Secondary billing on all marketing, including but not limited to banners, onsite TV's, posters, stage announcements, website and social media.

ROADIE SPONSOR - \$5,000

On-stage speaking opportunity at 4 concerts. A 10x10 activation area to promote your business, entertain staff or clients at all 6 concerts. Total of 80 free drink tickets good at all 2026 MFE events. Secondary billing on all marketing, including but not limited to banners, onsite TVs, posters, stage announcements, A-Frames, website, and social media. *The show doesn't happen without Roadies!*

KEEP 'EM COLD SPONSOR - \$4,000

Logo placement and QR Code or website on 2000 koozies along with the MFE & The Fall's Sunset Concert Logo, to be handed out with beverage purchase at the NEW Beer Garden during the series, while supplies last! A 10x10 activation area to promote your business, entertain staff or clients at 5 concerts. Total of 30 free drink tickets good at all 2026 MFE events. Secondary billing on all marketing, including but not limited to banners, TV, posters, stage announcements, A-Frames, website, and social media. *Great Music and Cold Beer go hand in hand!*

RHYTHM SECTION SPONSOR - \$3,500

Includes 300 free drink tickets good at all 2026 MFE events. Secondary billing on all marketing, including but not limited to banners, onsite TVs, posters, stage announcements, A-Frames, website, and social media. *The Rhythm Section is the heart of the band!* NO ACTIVATION SPACE INCLUDED IN THIS PACKAGE



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JUNE-AUGUST | 2ND & 4TH THURSDAYS

MILWAUKEE TOOL AMPHITHEATER AT VILLAGE PARK



Sponsorship Opportunities

HORN SECTION SPONSOR - \$2,500

A 10x10 activation area to promote your business, entertain staff or clients at all 3 concerts. Total of 40 free drink tickets good at all 2026 MFE events. Tertiary billing on marketing, including but not limited to banners, onsite TVs, posters, stage announcements, A-Frames, website, and social media. *The Horn Section brings a whole new level to the band!*

SPOTLIGHT SECTION SPONSOR - \$1,750

Includes 150 branded free drink tickets good at all 2025 MFE events. Tertiary billing on marketing, including but not limited to banners, onsite TVs, A-Frames, website, and social media. **NO ACTIVATION SPACE INCLUDED IN THIS PACKAGE**

BACKUP SINGERS SPONSOR - \$1,000

A 10x10 activation area to promote your business, entertain staff or clients at 1 concert. Total of 25 free drink tickets good at all 2026 MFE events. Marketing, including but not limited to the link on our website to your business, logo on social media, and banner. *Harmony cannot be sung alone. Backup Singers bring those choruses to life!*

GROUPIE LEVEL SPONSOR - \$500

Includes 20 free drink tickets good at all 2026 MFE events. *Without the fans, there is no band!* **NO ACTIVATION SPACE OR MARKETING PACKAGE**

HOST PACKAGE - \$500/CONCERT OR \$2500/SERIES

Each Host Package includes one 10x10 activation space to promote your business, entertain staff, family, or clients, as well as 10 free drink tickets good at all 2026 MFE events. \$500 discount if you purchase a space for the entire series. *Limited availability.* **NO MARKETING PACKAGE**

SPONSORSHIP	SPONSORSHIP INCLUDES	On Stage Announcement	10x10 Activation Area	Free Drink Tickets	Logo On Website w/Link	Social Media Posts	Logo Displayed On Onsite TV	Logo On Banners	Logo On Onsite A-Frame	Logo On Community Posters
Frontman Sponsor		6	6	160						
I'm With the Band		5	6	120						
Roadie		4	6	80						
Keep 'em Cool			5	30						
Rhythm Section				300						
Horn Section			3	40						
Spotlight Section				150						
Back Up Singers			1	25						
Groupie				20						
Host			1	10						



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ROADIE SPONSORS



KEEP'EM COLD KOOZIE SPONSOR



RHYTHM SECTION SPONSORS



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POLLARD GENERAL COUNSEL, LLC Full Service Law Practice



John Amato Hyundai



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GROUPIE SPONSORS



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FALLS
Family
**MOVIE
NIGHT**





WHO:

Menomonee Falls Events in partnership with Menomonee Falls Community Education & Recreation and Falls Cable Access

We're inviting all the families in Menomonee Falls to join us for this free movie series! We are anticipating 1800+ people to join us for this experience!

WHAT & WHERE:

Falls Family Movie Night Series in Village Park

We'll be showing three family-favorite movies in Village Park along with Live Music, Lawn Games, FREE youth activities & games, Beer & Garden, Optimist Popcorn Wagon, FREE youth shirts, and a variety of kid-friendly food Trucks for a complete experience of family togetherness.

WHEN:

3 Thursdays: June 18, July 16, and August 20

Live Music, Food Trucks, Popcorn Wagon and Beer Garden begin at 6 pm, attendees will snuggle up with their loved ones on the lawn for the family movie starting at DUSK.



WHY:

Provide a Family-Focused Series in Village Park

While there are many events happening Downtown and all are family-friendly, this series is focused on families getting to spend time together. Reminiscent of the Drive-In movie experience. We expect to see kids in pj's, blankets, and lots of snuggles at this event!



For more information or to secure your sponsorship, email stevemfevents@gmail.com or call Steve 414.791.8911



PRESENTING SPONSOR - \$4000/ SERIES

Primary billing, listed as "presented by" with logo integrated into all marketing, social media, signage, and print materials. Optional 10x10 activation area at all movie nights to advertise your business and/or host customers, employees or guests. On-stage speaking opportunity at all movie nights. Option to hand out 100 Movie Night t-shirts at each movie night.

KOOZIE SPONSOR - \$1000/SERIES

Secondary billing, listed as "sponsored by" with logo integrated into most marketing, social media, signage, and print materials. No Activation space. Logo placement on 500 koozies along with the Falls Movie Night Logo, to be handed out with beverage purchase at the Beer Garden during the series, while supplies last!

MUSIC SPONSOR - \$500/PER NIGHT

Secondary billing, listed as "Sponsored by" with logo integrated into most marketing, social media, signage, and print materials. Optional 10x10 activation area at one movie night to advertise your business and/or host customers, employees, or guests. Sponsor all three movie nights, get three 10x10 nights. On-stage speaking opportunity at one movie night to introduce the musician in the Beer Garden area.

SUPPORT SPONSOR- \$500/PER NIGHT OR \$1200/SERIES

Associate-level billing, listed as "Sponsored by" with logo integrated into most marketing, social media, signage, and print materials. Optional 10x10 activation area at one movie night to advertise your business and/or host customers, employees, or guests. Sponsor all three movie nights, get three 10x10 nights with a \$300 savings.

COMMUNITY SPONSOR - \$250/SERIES

Friend level billing, listed as "Supported by" name listed on most marketing, social media, signage, and print materials. No Activation space.

T-SHIRT SPONSOR - \$150/SERIES

Friend level billing, listed as "Supported by" logo integrated into most marketing and print materials. Logo/name include on 300 youth shirts to be given away at the three movie nights.

For more information, email stevemfevents@gmail.com or call Steve 414.791.8911



Thank you

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FALLS CABLE ACCESS



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KOOZIE SPONSOR



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Series Sponsor Opportunities

**VILLAGE PARK
BEER GARDEN**
MENOMONEE FALLS EVENTS

WHO:

Menomonee Falls Events | MFE

MFE is a 501(c)(3) non-profit led by a group of local business and community leaders. Committee members are excited to present our 6th Annual Beer Garden series!

WHAT & WHERE:

Beer Garden & Music Series in Village Park

Grab a bite and a cold one after work or with the kids for 14 weeks throughout the summer while taking in the sounds of local & regional musicians.

WHEN:

Wednesdays, June 3 - September 2, 5:00-9:00PM

Wednesdays will become your new favorite day of the week! The Beer Garden will be open 5-9PM every Wednesday, from the beginning of June to September. Perfectly overlapped with the Menomonee Falls Farmers Market all summer.

WHY:

Casual community togetherness, did we mention beer, soda, food & music?

2021 launched the Beer Garden Series and the community loved it! Throw in some great local music, fun seasonal beers, a food truck, new playground and new splash pad for the kids, you can see why Menomonee Falls embraced this event and showed up week after week to hang out for a few minutes or a few hours. Community and corporate support make this series possible.



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Series Sponsor Opportunities

VILLAGE PARK
BEER GARDEN
MENOMONEE FALLS EVENTS

PRESENTING SPONSOR - \$5,000

Lead billing on all marketing, including but not limited to banners, onsite TVs, posters, stage announcements, website, and social media. 10x10 activation space to promote your business, entertain staff or clients at all 14 events. 60 branded free drink tickets good at all MFE events. Formal mention by the band at each event.

KEEP 'EM COLD SPONSOR - \$2,500

Secondary billing on all marketing, including but not limited to banners, onsite TVs, posters, stage announcements, website, and social media. Logo placement on 1000 koozies along with the Beer Garden Logo, to be handed out with beverage purchase at the Beer Garden during the series, while supplies last! Great Music and Cold Beer go hand in hand!

A NIGHT AT THE GARDEN SPONSOR - \$500

Secondary billing on all marketing, including but not limited to banners, onsite TVs, posters, stage announcements, website, and social media. 10x10 activation space to promote your business, entertain staff or clients at 1 event. 10 branded free drink tickets good at all MFE events. Formal mention by the band on your night in the Garden. *(Limited Availability)*

FOOD VENDOR SPONSOR - \$150/DATE OR \$300/3 DATES!

Tertiary billing on most marketing, including but not limited to banners, onsite TVs, posters, stage announcements, website, and social media. Opportunity to serve food during one Wednesday Beer Garden. Serving hours 5-9 PM. Get your dates early; they are first-come, first-served. Social Media feature for your Wednesday(s)!

TABLE SPONSOR - \$100/DATE

Tertiary billing on most marketing, including but not limited to onsite TVs, posters, stage announcements, website, and social media. Logo Signage on a picnic table for one Beer Garden event. *(Limited Availability)*



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NIGHT @ THE GARDEN SPONSORS



THE ENTERTAINMENT COMPANY



THE CHAMBER

TOWN BANK N.A. A WINTRUST COMMUNITY BANK

102.1 B93.3 FM The 80's to Today



OPTIMIST CLUB of Menomonee Falls

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★★★★★ Falls *Falls* 
MEMORIAL FEST





MEMORIAL FEST

Event Sponsor Opportunities

WHO:

Menomonee Falls Events in partnership with the Village of Menomonee Falls

We're inviting all of Menomonee Falls to gather together, to not only honor military personnel who have fought and paid the ultimate price while serving in the United States Armed Forces but to also celebrate together as a community.

WHAT & WHERE:

Falls Memorial Fest - Main Street, Mill Pond Park & Village Park

With the variety of activities like the 5K, live music on 3 stages, vendor marketplace and the car show, there's something for everyone to enjoy. The opening ceremony to honor local fallen service personnel adds a meaningful touch, and the Kids Zone and Art Show are great for families. Plus, who doesn't love a good beer or wine garden? It's sure to be a fantastic day in Menomonee Falls!

WHEN:

Saturday, May 23, 10AM - 9PM

Downtown on Main Street, Mill Pond Plaza & Village Park

Sunday, May 24, 5PM - 7PM Free Vet's Community Concert

Village Park

WHY:

Bring the Community together in Tribute & Celebration

While there are many events happening Downtown and all are family-friendly, this event kicks off the summer event season but also offers time to honor our armed forces personnel, have teachable moments with our children and celebrate our freedom together with 1000's of our neighbors!



Falls

MEMORIAL FEST

Event Sponsor Opportunities

PRESENTING SPONSOR - \$18,000

(1 AVAILABLE)

Exclusive Main billing, listed as "presented by" with logo integrated into all marketing, social media, signage, and print materials. Optional 10x10 activation area at the May 23 event to advertise your business and/or host customers, employees, or guests. An optional representative to conduct opening remarks on May 23 at the Water Street Stage. T-shirt inclusion.

"GENERAL" WATER STREET STAGE SPONSOR - \$2,500 (2 AVAILABLE) OR \$3,500 FOR 1 SPONSOR

Secondary billing, listed as "sponsored by" with logo integrated into all marketing, social media, signage, and print materials. "Named" Water Street Stage - referenced in marketing as your stage. Optional 10x10 activation area at the May 23 event to advertise your business and/or host customers, employees, or guests. Speaking opportunity between bands on May 23. T-shirt inclusion. ***Stage signage prominently displayed all day of the event!***

"COLONEL" APPLETON AVENUE STAGE SPONSOR - \$2,500 (2 AVAILABLE) OR \$3,500 FOR 1 SPONSOR

Secondary billing, listed as "sponsored by" with logo integrated into all marketing, social media, signage, and print materials. "Named" Appleton Avenue Stage - referenced in marketing as your stage. Optional 10x10 activation area at the May 23 event to advertise your business and/or host customers, employees, or guests. Speaking opportunity between bands on May 23. T-shirt inclusion. ***Stage signage prominently displayed all day of the event!***

"MAJOR" SUNDAY, MAY 24 VETERANS CONCERT SPONSOR - \$5,000

Secondary billing, listed as "sponsored by" with logo integrated into all marketing, social media, signage, and print materials. Primary billing for all Sunday Concert marketing immediately following the presenting sponsor. Optional 10x10 activation area at the May 23 event and the May 24 concert to advertise your business and/or host customers, employees, or guests. Speaking opportunity on May 24 in Village Park before the band. T-shirt inclusion. ***Stage signage prominently displayed all day of the event!***



MEMORIAL FEST

Event Sponsor Opportunities

"CAPTAIN" KIDS ZONE VILLAGE PARK SPONSOR - \$1,500

Secondary billing, listed as "sponsored by" with logo integrated into all marketing, social media, signage, and print materials. "Named" Kids Zone Stage - referenced in marketing as your stage. Optional 10x10 activation area at the May 23 event in Village Park to advertise your business and/or host customers, employees or guests. Speaking opportunity in-between performances on May 23. T-shirt inclusion and Option to be the Kid's T-shirt Station during the event! **Stage signage prominently displayed all day of the event!**

KIDS ZONE SPONSOR - \$500

Secondary billing, listed as "sponsored by" with logo integrated into most marketing, social media, signage, and print materials. Kids Zone - supported by "Name/Logo" - referenced in focused Kids Zone marketing. Optional 10x10 activation area at the May 23 Village Park event to advertise your business and/or host customers, employees or guests. T-shirt inclusion.

SUPPORT SPONSOR - \$500

Tertiary level billing, listed as "Supported by" logo, is integrated into most marketing, social media, signage, and print materials. Optional 10x10 activation area at the May 23 event as a Marketplace Vendor. T-shirt inclusion.

SUNDAY CONCERT ADD-ON PACKAGE - \$250

Any \$500 level sponsor or higher can ADD-ON the opportunity for a 10x10 area on-site for the Sunday, May 24 Veteran Concert in Village Park for this additional \$250!

T-SHIRT SPONSOR - \$150

Friend level billing, listed as "Supported by" name only (no logo) integrated into most marketing, social media, and signage. T-shirt inclusion with logo or name.



MEMORIAL FEST

Event Sponsor Opportunities

CAR SHOW SPONSOR - \$500

Tertiary level billing, listed as "Supported by" logo, is integrated into most marketing, social media, signage, and print materials. Main Street Muscle Car Production - Car Show - sponsored by "Name/Logo" - referenced in focused Car Show marketing. Optional registration for one car in the Car Show. Optional 10x10 activation area at the May 23 event to advertise your business and/or host customers, employees or guests on Garfield Avenue or in Village Park. T-shirt inclusion.

GOLF CART SPONSOR - \$500

Tertiary level billing, listed as "Supported by" logo integrated into most marketing, social media, signage, and print materials. Name/Logo placement on all event golf carts. Optional 10x10 activation area at the May 23 event to advertise your business and/or host customers, employees or guests. T-shirt inclusion.

DOG WATERING STATION SPONSOR - \$750

Tertiary level billing, listed as "Supported by" logo integrated into most marketing, social media, signage, and print materials. Name/Logo on all Dog Watering Station areas throughout the event May 23 (4 locations on Main Street, Mill Pond Plaza and Village Park) & The Concert for our Vets May 24 (2 locations in Village Park). Optional 10x10 activation area at the May 23 event to advertise your business and/or host customers, employees or guests. T-shirt inclusion.

IN-KIND SPONSOR

Friend level billing, listed as "Supported by" name or logo integrated into most marketing, social media, signage, and print materials. Provide items to support the event; printed materials, signage, provide volunteers for the event, food & beverages for volunteers, thank you gifts or gift certificates for volunteers, drinks & snacks for youth performers, etc throughout the weekend. If you have an idea that is not listed here, please contact us.



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AUGUST 8TH
11AM-5PM VILLAGE PARK

Sponsorship Opportunities

WHO:

Menomonee Falls Events in partnership with local non profit organizations and child centered businesses.

We're inviting all the families in the tri-county area to come join us in celebrating all things kids! 3500+ people are anticipated to join us for this great Kids Festival, Children's Entrepreneur Market & Concert experience!

WHAT & WHERE:

Falls Kids Festival in Village Park

A day of FREE activities, games, and performances for families to enjoy together in Village Park. The Root Beer Garden will be open, free Tote Bags, Inflatables, Firetruck, Food Trucks, live performances by area youth groups and a headliner Concert!

WHEN:

Saturday, August 8th @ 11AM-5PM

Activities and games will run 11AM to 5PM. Youth performances will run 11:30AM - 3:00PM. Food and beverages will be available for purchase 11-5PM. Headliner, Imagination Movers, starts at 3:45PM

WHY:

Provide a Kids-Centric Event in Village Park

While there are many events happening Downtown and all are family-friendly, this day is all about celebrating the kids in our community! All their energy, talents, excitement, uninhibited joy and creativity will be on display. Join us in presenting this experience!



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PRESENTING SPONSOR - \$7,500

1 AVAILABLE

Primary billing, listed as "presented by" with logo integrated into all marketing, social media, signage, and print materials. Optional 10x10 to 10x30 activation area to advertise your business and/or host customers, employees or guests - must include a FREE activity for attendees. On-stage speaking opportunity.

STAGE SPONSOR - \$5000

1 AVAILABLE

Secondary billing, listed as "sponsored by" with logo integrated into all marketing, social media, signage, and print materials. Optional 10x10 activation to advertise your business and/or host customers, employees or guest - must include a FREE activity for attendees. On-stage speaking opportunity. Name/Logo association with all marketing around the performance schedule.

FOOD COURT SPONSOR - \$3500

1 AVAILABLE

Secondary billing, listed as "sponsored by" with logo integrated into all marketing, social media, signage, and print materials. Optional 10x10 activation to advertise your business and/or host customers, employees or guest - must include a FREE activity for attendees. On-stage speaking opportunity. Name/Logo association with all marketing in and around the Food Court Tent.

TOTE BAG SPONSOR - \$2500

1 AVAILABLE

Secondary billing, listed as "sponsored by" with logo integrated into most marketing, social media, signage, and print materials. No Activation space. Logo placement on 500 tote bags along with the Falls Kids Festival and MFE logos, to be handed out with a kids during the event, while supplies last!

KOOZIE SPONSOR - \$2000

1 AVAILABLE

Secondary billing, listed as "sponsored by" with logo integrated into most marketing, social media, signage, and print materials. No Activation space. Logo placement on 500 koozies along with the Falls Kids Festival logo, to be handed out with an adult beverage purchase at the Beer Garden during the event, while supplies last!



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BOUNCE HOUSE SPONSOR - \$1000

2 AVAILABLE

Associate level billing, listed as "Sponsored by" with logo integrated into most marketing, social media, signage, and print materials. Optional 10x10 activation area to advertise your business and/or host customers, employees or guests - must include a FREE activity for attendees. On-stage speaking opportunity.

MUSIC & PERFORMANCE SPONSORS - \$500

4 AVAILABLE

Associate level billing, listed as "Sponsored by" with logo integrated into most marketing, social media, signage, and print materials. Optional 10x10 activation area to advertise your business and/or host customers, employees or guests - must include a FREE activity for attendees. On-stage speaking opportunity.

CORPORATE ACTIVITY SPONSORS - \$500

30 AVAILABLE

Associate level billing, listed as "Sponsored by" with logo integrated into most marketing, social media, signage, and print materials. Optional 10x10 activation area to advertise your business and/or host customers, employees or guests - must include a FREE activity for attendees. Face Painters, Balloon Artists, Caricatures, & more made possible with this sponsorship level!

COMMUNITY ACTIVITY SPONSORS - \$250

20 AVAILABLE

Associate level billing, listed as "Sponsored by" with logo integrated into most marketing, social media, signage, and print materials. Optional 10x10 activation area to advertise your business and/or host customers, employees or guests - must include a FREE activity for attendees.

TABLE SPONSORS - \$100

20 AVAILABLE

Day of listed as "Table Sponsored by" with logo and your full business name on a 12x18 laminated sign attached to one table located on the Festival Grounds [beer garden, great lawn and food court]. Face Painters, Balloon Artists, Caricatures, & more made possible with this sponsorship level! It takes a Village.



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falls Festival OF THE ARTS



Falls Festival OF THE ARTS

Sponsor Opportunities

WHO:

Falls Art @ Large, Menomonee Falls Events, Art Guild of Menomonee Falls, & The Village of Menomonee Falls

We're inviting all of Menomonee Falls and the surrounding area to come experience Art and the Performing Arts in a whole new way! This festival has something for everyone. A key to the success of the FALLS FESTIVAL OF THE ARTS is the collaboration between Falls Art@Large (A@L), Menomonee Falls Events (MFE), The Village of Menomonee Falls, and Art Guild of Menomonee Falls (AGMF). All of our partners are 501(c)(3) or (c)(6) non-profit organizations lead by local businesses, community leaders and amazing volunteers.

WHAT & WHERE:

Falls Festival of the Arts at Village Park

The festival hosts local, regional, and state-wide artists, art demonstrations, kids zone, live music, food trucks, beer & wine garden, performing artists, street performers, and a community art project. Leading up to the festival, we will have a Plein Air competition, Sculpture Painting competition, and a Murals & Mixers Trolley Tour.

WHEN:

Saturday, August 22 @ 10AM-5PM

100+ artist booths, vendors, food, and more begin right at 10 AM. Art demonstrations, performances, and music happen throughout the day! Competition winners will be announced during the festival.

WHY:

The Arts should be accessible to everyone!

The arts should be available for people of all ages to be able to access and engage in. Family-friendly events that introduce visual art and performance art at a young age enrich those involved. The festival, which started in 2021 as an art walk, continues to grow. The 2026 festival is only possible with the financial support of area businesses, clubs, and organizations, as well as numerous community volunteers. Don't miss this opportunity to be part of this artistic celebration!

LET'S MAKE THE FALLS FESTIVAL OF THE ARTS A
masterpiece **OF CREATIVITY TOGETHER!**



SPONSORSHIPS FOR



LIVE MUSIC SPONSOR - \$1000

- Stage thank you with your logo in the performance area at the event
- Logo recognition on social media promotions [FFOA & MFE platforms]
- Optional, complimentary 10 X 10 space at FFOA (must include free art-related activity)
- Your logo on our website with a link to your site

KEEP 'EM COLD SPONSOR - \$1000

- Your Logo on 500 koozies along with the FFOA Logo, to be handed out with beverage purchase at the Beer & Wine Garden during the festival
- Logo recognition on social media promotions [FFOA & MFE platforms]
- Your logo on our website with a link to your site

FOOD COURT SPONSOR - \$1000

- Your Logo and Name on Food Court Signage
- Logo recognition on social media promotions [FFOA & MFE platforms]
- Optional, complimentary 10 X 10 space at FFOA (must include free art-related activity)
- Your logo on our website with a link to your site

HOSPITALITY AREA SPONSOR - \$750

- Your Logo and Name on Hospitality Area Signage
- Logo recognition on social media promotions [FFOA & MFE platforms]
- Optional, complimentary 10 X 10 space at FFOA (must include free art-related activity)
- Your logo on our website with a link to your site

MARKETING SPONSOR - \$500

- Logo recognition on social media promotions [FFOA & MFE platforms]
- Activation of a 10 X 10 space at FFOA (must include free art-related activity)
- Your logo on our website with a link to your site

COMMUNITY SPONSOR - \$250

Friend level billing, listed as "Supported by" name listed on most marketing, social media, signage, and print materials. No Activation space.



For more information or to secure your sponsorship, email stevemfevents@gmail.com or call Steve 414.791.8911

SPONSORSHIPS FOR



SCULPTURE SPONSOR

10 AVAILABLE
\$350

- Your name & logo on our FFOA Website with a link to your website
- Your name & logo on signage at the event and on your sculpture
- Your name & logo on social media posts related to the Sculpture event

INFORMATION:

Sculptures will be painted 2 weeks leading up to the Festival, outside in the natural elements [in a highly visible area for all spectators to see, while the artist is painting with signage that you have sponsored a sculpture]. Festival and local artists will be painting the sculpture on a volunteer basis with their supplies. Images will be posted of sculptures in progress on social media leading up to the Festival. **As a sponsor, you will be able to select a sculpture of your choice to take with you or donate it to the silent auction.**

VOTING:

The judges will be Professional Artists who select the TOP 3 for cash awards. During the festival, there will be a community vote for People's Choice using a Link and QR code for festival goes to vote. Voting will be announced on stage and posted towards the end of the Festival on social media and on the FFOA website.

SILENT AUCTION:

If all sculptures do not have a sponsor, they will be included in a silent auction during the festival. All funds raised will be used for student scholarships.

AFTER FESTIVAL:

One to three pieces will be selected by the FFOA committee that will be permanently located in the New Downtown Sculpture Garden by Lime Kiln Park.

Please note that the Sculpture Sponsor deadline is April 30th to allow time for these wonderful 4'H x 2'W sculptures to be created, primed, formed into cement bases, and delivered to painting sites



For more information or to secure your sponsorship, email lissaffoa@gmail.com or call Lissa @ 414-559-9039

SPONSORSHIPS FOR



VAN GOGH PACKAGE - \$3,000

- Primary logo recognition as one of our premier sponsors on event flyers, posters and banners
- Stage shout-out as one of our premier sponsors during the event
- Primary logo recognition, Facebook, Instagram, and other social media promos leading up to the event [FFOA & MFE platforms] and all sponsor signage at the festival
- Optional, complimentary 10 X 10 space at FFOA (must include free art-related activity)
- Your name, logo, and site link on our Website

MONET PACKAGE - \$2,000

- Secondary logo recognition, Facebook, Instagram, and other social media promos leading up to the event [FFOA & MFE platforms], and all sponsor signage at the festival
- Optional, complimentary 10 X 10 space at FFOA (must include free art-related activity)
- Your name, logo, and site link on our Website

PICASSO PACKAGE - \$1,000

- Tertiary logo recognition, Facebook, Instagram, and other social media promos leading up to the event [FFOA & MFE platforms], and all sponsor signage at the festival
- Optional, complimentary 10 X 10 space at FFOA (must include free art-related activity)
- Your name, logo, and site link on our Website

WARHOL PACKAGE - \$500

- Friend logo recognition, Facebook, Instagram, and other social media promos leading up to the event [FFOA & MFE platforms] and all sponsor signage at the festival
- Optional, complimentary 10 X 10 space at FFOA (must include free art-related activity)
- Your name, logo, and site link on our Website

O'KEEFE PACKAGE - \$100

- Friend Logo recognition, Facebook, Instagram, and other social media promos leading up to the event [FFOA & MFE platforms] and all sponsor signage at the festival
- Your name, logo, and site link on our Website

ART ENTHUSIAST - \$50

- Donation goes towards a new mural in our Village
- Your name mentioned as a supporter on our Website



For more information or to secure your sponsorship, email lissaffoa@gmail.com or call Lissa @ 414-559-9039



Thank you TO OUR 2025 SPONSORS

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Let's work together to make a positive impact and grow your presence in the community!

FOR MORE INFORMATION,

Steve Chmielewski

stevemfevents@gmail.com

414.791.8911

Thank You



MENOMONEE FALLS
EVENTS
buildingourcommunityoneeventatatime

THE ORGANIZATION



In 2020, community members incorporated Menomonee Falls Downtown Inc ("MFDI") as a private, not-for-profit organization to assist in the continued growth of an economically vibrant, safe, and exciting downtown Menomonee Falls by promoting and strengthening the retail, business, and residential quality of life in downtown Menomonee Falls through the scheduling, planning, and operation of all community and private events held in the special purpose area of Village Park.

In 2024, Menomonee Falls Downtown, Inc. (MFDI) rebranded as Menomonee Falls Events (MFE). When the organization was first started, MFDI and the Downtown Business Improvement District (BID) operated together as one entity under the supervision of the Village of Menomonee Falls. Since then, both organizations have flourished and evolved over the past couple of years. With the expansion of MFE's free community events, confusion developed within the Village about what each organization managed. The rebranding has helped elevate this.

MFE organization is still legally incorporated as MFDI but it will promote its events under the name DBA Menomonee Falls Events 501(c)(3).



THE TEAM

Day to Day Management TEC | The Entertainment Company

Board Members

President Chris Leffler, The Hot House Tavern

Vice President Aaron Miller, Chamber of Commerce

Treasurer & Counsel- Kevin Pollard, Pollard General Counsel, LLC

Secretary Teresa Ortell, Life Coach

Members-at-Large

- Mark Fitzgerald, Village of Menomonee Falls
- Dave Glisczinski, Knights of Columbus
- Sue Jeskewitz, The Greater MF Foundation
- Jim Scherdin, Renewable Solutions
- Kristen Sobotka, Shorewest Realtors
- Gurdeep Chahal, Waterstone Bank
- Todd Paulus, MF Optimist Club
- Brooke Tabbert, National Multiple Sclerosis Society



THE OFFICE

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