

YOUR  
LOGO  
COULD GO  
HERE

presents

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](mailto:stevemfevents@gmail.com) or call Steve 414.791.8911

YOUR  
LOGO  
COULD GO  
HERE

presents

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



MENOMONEE FALLS  
**EVENTS**  
buildingourcommunityoneeventatatime

For more information or to secure your sponsorship, email [stevemfevents@gmail.com](mailto:stevemfevents@gmail.com) or call Steve 414.791.8911

YOUR  
LOGO  
COULD GO  
HERE

presents

THE FALLS  
**Sunset**  
concert series

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						



MENOMONEE FALLS  
**EVENTS**  
buildingourcommunityoneeventatatime

For more information or to secure your sponsorship, email [stevemfevents@gmail.com](mailto:stevemfevents@gmail.com) or call Steve 414.791.8911



Thank you

FOR YOUR 2025 SUPPORT

PRESENTING FRONTMAN SPONSOR



ROADIE SPONSORS



KEEP'EM COLD KOOZIE SPONSOR



RHYTHM SECTION SPONSORS



HORN SECTION SPONSORS



BACK UP SINGER SPONSORS



GROUPIE SPONSORS



SUPPORT SPONSORS



menomoneefallsevents@gmail.com | 262.415.7013

follow us



@menomoneefallsevents



MENOMONEE FALLS EVENTS buildingourcommunityoneeventatatime



Visit Our WEBSITE