

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

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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!***





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"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.



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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.



Thank you FOR YOUR 2025 SUPPORT

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all it takes!



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