



BLOOMIN' DAYS

"Planting Seeds for Downtown"

June 6-7, 2008

Sponsorship Opportunities



Dear Friend and Community Partner:

Thanks to the generous support of local sponsors, *Bloomin' Days 2007* was the largest attended event in downtown Kenosha last year. The Kenosha Lakeshore Improvement District (BID) is looking forward to an even bigger and more successful festival in 2008. In its inaugural year, *Bloomin' Days* became a wildly successful celebration of Kenosha's Downtown & Harborside District and helped usher in summer with music, food and flowers... lots of flowers. An estimated 5,000 people took in last year's event. This year, *Bloomin' Days* will expand to two days – Friday, June 6th from 5pm to 10pm, and Saturday, June 7th from 11am to 9pm.



THE MISSION

Bloomin' Days is a celebration of summer's beginning, of the emerging Downtown & Harborside businesses, and a weekend attraction for friends and families in Southeastern Wisconsin.

Bloomin' Days is produced by Kenosha's Lakeshore Business Improvement District (BID) of Kenosha, Wisconsin. It signifies the coming of summer to the lakeshore community... celebrating the literal blooming of the flowers as well as the symbolic embrace of the BID District's growth. It invites residents and visitors to discover (and re-discover) all that the Downtown & Harborside area has to offer. The mission of *Bloomin' Days* is two-fold: (1) to promote the Downtown & Harborside area as an attractive destination for shopping, dining, attractions, events and more; and (2) to raise funds for various BID beautification efforts, such as the *BID Blooms Flower Basket* program.



THE EVENT

Bloomin' Days will be a district-wide event, with a central festival site at Parcel A (6th Avenue between 54th & 55th Streets) and scores of entertainers, musicians and artists dispersed along the arterial Streets and Avenues. Some highlights of this year's event include:

- Seven big-name bands performing on a main entertainment stage and others on satellite stages throughout the district
- Musicians & entertainers throughout the district's sidewalks and on 6th Avenue
- LemonAid – a live art event at Navy Memorial Park
- *Taste of Downtown*, featuring food from local restaurants and a *Wine & Beer Garden*
- The Bloomin' Bike Parade and Bicycle Helmet Giveaway



- Hands-on activities for children
- Informational & interactive booths themed around flowers & music
- Booths by other community agencies and businesses
- Activities and promotions at Downtown/Harborside businesses

THE PROMOTION

Bloomin' Days will target consumers in Kenosha County, as well as neighboring communities to the north and south. The event will be highlighted in the April issue of *Kenosha on the Lake-Downtown* magazine, and colorful brochures and posters will be placed throughout the BID District, Kenosha Libraries and other locations throughout the region. Advertising will be placed in local and regional publications, news releases will be sent to local and regional media, and Internet marketing via local and regional event calendars will be utilized. A dedicated web site – www.KenoshaBloominDays.com – will convey timely information about the event and its various activities, and promote supporting sponsors.

SPONSORSHIP OPPORTUNITIES & BENEFITS

ROSE (THREE AVAILABLE)

\$2,500

- Primary logo/brand placement in print advertising and collateral
- Logo and link on home page and throughout www.KenoshaBloominDays.com
- Full-page ad in official *Bloomin' Days* Event Program
- Representative presence and emcee opportunity between musical acts
- Complimentary exhibit space
- Primary logo/brand placement on event signage

TULIP

\$1,000

- Logo/brand placement print advertising and collateral
- Logo and link on www.KenoshaBloominDays.com
- Half-page ad in the official *Bloomin' Days* Event Program
- Representative presence and emcee opportunity between musical acts
- Complimentary exhibit space
- Logo/brand placement on event signage

DAISY

\$250

- Logo and link on www.KenoshaBloominDays.com
- Quarter-page ad in the official *Bloomin' Days* Event Program
- Logo/brand placement on general event signage

For more information about Bloomin' Days and sponsorship opportunities, contact:

Bob Mitchell

Phone | (262) 925-8436

Email | bob@sommeliernow.com





SPONSORSHIP AGREEMENT

Company Name: _____

Contact Person: _____

Title: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Web Address: _____

SPONSORSHIP LEVEL (check one)

- ROSE (\$2,500)
- TULIP (\$1,000)
- DAISY (\$250)
- OTHER \$ _____

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

To confirm your sponsorship, please submit the following:

1. Completed Sponsorship Agreement form
2. Payment check made payable to Kenosha Lakeshore BID
3. Your logo (digital file preferred)

to: Bob Mitchell | c/o Sommelier
720 – 58th Street | Kenosha, WI 53140

QUESTIONS? Contact Bob Mitchell at (262) 925-8436 or bob@sommeliernow.com