



Bloomin'Days

Planting Seeds for Downtown Kenosha

2009 Sponsorship Opportunities



JUNE 5 – 6, 2009

Dear Friend and Community Partner:

Thanks to the generous support of local sponsors, business owners, and dedicated volunteers, **Bloomin' Days** is fast becoming one of the most anticipated annual events in downtown Kenosha. Festival goers welcome Summer in Kenosha with food, fun activities, flowers and music... lots and lots of music! The Kenosha Lakeshore Business Improvement District (BID) is looking forward to an even bigger event in 2009. We invite you to be a part of this wonderful community festival by becoming an official sponsor of Bloomin' Days. Your support will not only help produce a valuable family-friendly event for our community, but it will also support the ongoing growth and revitalization of our Downtown & Harborside district.



2008 EVENT SUMMARY

- 2-day festival – June 6-7, 2008
- Estimated attendance of 9,500 over the two days
- Eight Main Stage music acts
- 10 Street Musician locations featuring 60+ acts
- Donated 300 free bicycle helmets to children
- Over 500 participants in the kids' Bloomin' Bike Parade
- Roaming performers & entertainers
- Artists at work at LemonAID live art event and auction
- Complimentary Bloomin' Days Coupon Book featuring over 30 businesses
- Advertising via colorful billboards, newspaper ads, brochures and posters
- Dozens of downtown and harborside storefront window paintings
- Media coverage by local and neighboring community newspapers, radio interviews and Internet pieces



BLOOMIN' DAYS' MISSION



Bloomin' Days is produced by Kenosha's Lakeshore BID (Business Improvement District). 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 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, recreation, events and more; and (2) to raise funds for various BID efforts, such as the Flower Basket program, bicycle racks, and street beautification.

EVENT OFFERINGS

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

- Big-name bands performing on the Main Stage, Friendship Park Stage, and Harborside Stage, as well as musicians and entertainers scattered on the streets throughout the district
- *Taste of Downtown Food and Wine & Beer Gardens*
- Bloomin' Bicycle Parade
- Bicycle Helmet Giveaway (courtesy of Habush, Habush & Rottier)
- Fun, hands-on activities and games for children
- Informational & interactive exhibits
- Activities and promotions at Downtown/Harborside businesses



ADVERTISING & PROMOTION



Bloomin' Days will target consumers throughout Kenosha and its neighboring communities. The event will be highlighted in the April issue of *Downtown Harborside Magazine*, and on colorful brochures and posters placed throughout the City of Kenosha, in various businesses, 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 and online event calendars will be utilized to advertise *Bloomin' Days*. Promotional fliers will also be sent home with over 11,000 Kenosha Unified School District elementary students. A dedicated web site – www.KenoshaBloominDays.com – will convey timely information about the event and its schedule of activities, and promote supporting sponsors.

SPONSORSHIP OPPORTUNITIES & BENEFITS

Please note that sponsorship packages can be tailored to meet your specific needs and objectives.



MAIN STAGE (ONE AVAILABLE)

~~\$7,500~~ **SOLD**

- Primary logo/brand placement in all print advertising and collateral
- Logo and link on home page and throughout www.KenoshaBloominDays.com
- Complimentary exhibit/showcase space under Main tent
- Primary logo/brand placement on Main Stage and in event program

FRIENDSHIP PARK STAGE (ONE AVAILABLE)

\$2,500

- Primary logo/brand placement in all print advertising and collateral
- Logo and link on home page and throughout www.KenoshaBloominDays.com
- Complimentary exhibit space
- Primary logo/brand placement on Friendship Park Stage and in event program

HARBORSIDE STAGE (ONE AVAILABLE)

\$2,500

- Primary logo/brand placement in all print advertising and collateral
- Logo and link on home page and throughout www.KenoshaBloominDays.com
- Complimentary exhibit space
- Primary logo/brand placement on Harborside Stage and in event program

BLOOMIN' FRIENDS (FIVE AVAILABLE)

\$1,000

- Logo/brand placement print advertising and collateral
- Logo and link on www.KenoshaBloominDays.com
- Complimentary exhibit space
- Logo/brand placement in event program

BAND SPONSOR

\$500

- Logo and link on www.KenoshaBloominDays.com
- Logo/brand placement in event program
- Promotional dedication from event emcee during sponsored performance

**For more information about Bloomin' Days sponsorship opportunities, contact
Carolyn Kirkby at (262) 945-0899 or ckirkby@tds.net.**



2009 SPONSORSHIP AGREEMENT

Company Name: _____

Contact Person: _____

Title: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Web Address: _____

SPONSORSHIP LEVEL (check one)

- | | |
|---|---|
| <input type="checkbox"/> Main Stage (\$7,500) SOLD | <input type="checkbox"/> Bloomin' Friends (\$1,000) |
| <input type="checkbox"/> Friendship Park Stage (\$2,500) | <input type="checkbox"/> Band Sponsor (\$500) |
| <input type="checkbox"/> Harborside Stage (\$2,500) | <input type="checkbox"/> 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 in .jpg or .gif format preferred)

To:

Carolyn Kirkby | Carolyn's Coffee Connection | 5706 6th Avenue | Kenosha, WI 53140

QUESTIONS?

Contact Carolyn Kirkby at (262) 945-0899 or ckirkby@tds.net.