

2026 SPONSORSHIP PACKET



DOWNTOWN *Thursday Nights*

ROCKIN' THESE DATES IN 2026

JUL 2

JUL 16

AUG 6

JUL 9

JUL 30

AUG 13

6 - 9 PM • 800 & 900 SUPERIOR AVE, TOMAH, WI

**SIX STREET CONCERTS • FREE ADMISSION • LIVE MUSIC
FREE KID ZONE • FOOD & DRINKS • MEMBER BOOTHS**

**SPONSORSHIP OPPORTUNITIES ARE RESERVED FOR TOMAH CHAMBER MEMBERS.
NOT A MEMBER YET? WE'D LOVE TO WELCOME YOU—JOIN US AND BE PART OF THE EXPERIENCE!**

DOWNTOWNTHURSDAYNIGHTS.COM

608-372-2166

INFO@TOMAHWISCONSIN.COM



SCAN ME

2026 SPONSORSHIP OPPORTUNITIES



Since 2019, Downtown Thursday Nights (DTN) has supported downtown growth and economic development in Tomah through a six-week, family-friendly summer street concert series featuring national touring bands. Organized by the Tomah Chamber & Visitors Center, DTN brings residents and visitors together to enjoy live music, food and beverages, free kid zone, and a welcoming community atmosphere – all with free admission.

This event does not generate revenue and is made possible through the generous support of our sponsors. Sponsorship of DTN provides businesses with exposure to thousands of attendees from Tomah and across the state through extensive local and regional marketing efforts. Sponsors are proudly associated with memorable experiences, great music, and a commitment to keeping this event free and accessible to all while helping attract visitors and strengthen Tomah's downtown. We are sincerely grateful for our sponsors—DTN simply would not be possible without their support!

SPONSORSHIP OPPORTUNITIES

Banners will be supplied by the Tomah Chamber office.

Diamond Record Sponsor

\$5,000 (Limit 2)

- Top banner at all events
- Vendor booth at all events
- Radio mentions as Title Sponsor
- Billboard presence
- Print advertising & social media ads
- DTN website presence

Platinum Record Sponsor

\$2,500 (Limit 6)

- Lower banner at all events
- Vendor booth at all events
- Radio mentions as Band Sponsor
- Print advertising & social media ads
- DTN website presence

Kid Zone Sponsor

\$2,500 (Limit 2)

- Kid Zone banner at all events
- Vendor Booth at all events
- Radio mentions as Kid Zone Sponsor
- Print advertising & social media ads
- DTN website presence

Gold Record Sponsor

\$1,000 (Limit 10)

- Lower Banner at 1 event
- Vendor Booth at all events
- Print advertising & social media ads
- DTN website presence

Picnic Table Sponsor

\$600 (Limit 6)

- Banner at all events
(One business per table)
- Social media ads
- DTN website presence

Silver Record Sponsor

\$500 (Limit 10)

- Stage Banner at 1 event
- Vendor Booth at 1 event
- Social media ads
- DTN website presence

Food Sponsor

\$500 (Limit 4)

- Social media ads
- DTN website presence

Friends of DTN Sponsor

\$100 (Unlimited)

- DTN website listing as contributor

Customized Sponsor

Customized

The Tomah Chamber reserves the right to create customized sponsorship opportunities to meet specific needs. If interested, please contact the Chamber office.

Our sponsors truly make DTN happen. We are incredibly grateful for your support!

2026 SPONSORSHIP TERMS & AGREEMENT

Event Organizer & Eligibility: Downtown Thursday Nights is organized by the Tomah Chamber & Visitors Center. Participation is exclusive to Chamber members. For questions, contact 608-372-2166 or info@tomahwisconsin.com.

Booth Space & Setup: Booth space is assigned by the event organizer and may vary by event. Preferred placement is not guaranteed. Electricity must be coordinated in advance with the event organizer and sponsors requiring a generator must provide their own. Sponsors are responsible for all booth equipment and materials (e.g., tent, table, chairs).

Preferred Date(s): The event organizer will make reasonable efforts to accommodate preferred dates for banner display and/or booth setup; however, specific dates cannot be guaranteed.

Weather & Cancellation Policy: Every effort will be made to hold each scheduled event. In the event of cancellation due to inclement weather or circumstances beyond the organizer's control, no refunds will be issued, and sponsorship payments remain due in full. Due to permitting and licensing requirements, canceled events cannot be rescheduled.

Wisconsin Sales Tax Compliance: If applicable, vendor booths must complete and submit a Wisconsin Temporary Event Operator & Seller Information form prior to their scheduled event date.

SPONSORSHIP LEVEL

Fees listed apply to one year of sponsorship and are invoiced annually. Returning sponsors receive first right of refusal for the same sponsorship level in subsequent years. The Tomah Chamber reserves the right to create customized sponsorship opportunities to meet specific sponsor needs. Please indicate the sponsorship level below and whether electricity is required.

⚡ Does your booth need access to electricity? ⚡ ☐ Yes ☐ No

☐ \$5,000 Diamond Record Sponsor

☐ \$2,500 Platinum Record Sponsor

☐ \$2,500 Kid Zone Sponsor

☐ \$1,000 Gold Record Sponsor

Check Preferred Banner Date:

☐ JUL 2 ☐ JUL 16 ☐ AUG 6
☐ JUL 9 ☐ JUL 30 ☐ AUG 13

☐ \$600 Picnic Table Sponsor

☐ \$500 Food Sponsor

Do you have a City of Tomah Mobile Food Vendor License?

☐ Yes ☐ No

☐ \$500 Silver Record Sponsor

Check Preferred Banner Date:

☐ JUL 2 ☐ JUL 16 ☐ AUG 6
☐ JUL 9 ☐ JUL 30 ☐ AUG 13

Check Preferred Booth Date:

☐ JUL 2 ☐ JUL 16 ☐ AUG 6
☐ JUL 9 ☐ JUL 30 ☐ AUG 13

☐ \$100 Friends of DTN Sponsor

AGREEMENT & BILLING PREFERENCE

☐ Invoice ☐ Check ☐ Credit Card

Business Name: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Signature Print Name: _____

Signature: _____ Date: _____

By signing this agreement, I agree to pay the selected sponsorship. Unless otherwise requested, invoices will be sent to the billing representative on file with the Chamber. Checks should be made payable to "Greater Tomah Area Chamber of Commerce".

Submit Sponsorship Agreements to:

Downtown Thursday Nights, P.O. Box 625, Tomah, WI 54660 -OR- info@tomahwisconsin.com

Thank you for your incredible support and sponsorship!

Your partnership makes a meaningful impact, and we're so thankful to have you!



■ WISCONSIN TEMPORARY EVENT REPORTING



READ PAGE 1, COMPLETE PAGE 2, AND RETURN TO THE CHAMBER

WHAT IS A TEMPORARY EVENT?

An occasion, activity, or function where merchandise is sold, traded, or taxable services are provided. Events may be one day or consecutive days and may re-occur on a weekly, monthly, quarterly, or annual basis.

EVENT OPERATOR REQUIREMENTS (CHAMBER)

The Tomah Chamber & Visitors Center will be the acting "Event Operator" and is required by law to report Form S-240, Wisconsin Temporary Event Report, to the Wisconsin Department of Revenue (WI DOR) for our temporary events and participating vendors after each temporary event. Applicable Laws and Rules: Wis. Stats, chs. 73 and 77, and Wis. Admin. Code, Tax 11.

For vendor questions, please reach out to WI DOR at (608) 264-4582 or DORTempEvents@wisconsin.gov or visit WI DOR's website for more information at <https://www.revenue.wi.gov/Pages/HTML/tempseil.aspx>.

EVENT VENDOR REQUIREMENTS (APPLICANT/SELLER)

Businesses or individuals selling at our temporary events must have a WI seller's permit if they sell taxable goods/services and DO NOT qualify for an exemption (see below for exemptions). Vendors must report their WI seller's permit identifying information for the business, not for the sales representative attending the event, if different. Please note a seller's permit number ONLY begins with 456-, please do not report other numbers.

➤ WHO IS AN EVENT VENDOR:

- Displays or advertises products or services at a temporary event.
- Sells merchandise or provides taxable services at a temporary event.
- Is an individual, association, partnership, corporation, nonprofit organization, or other business entity.
- May be referred to as a seller, exhibitor, concessionaire, or booth owner.
- May also be the operator of a temporary event.

➤ DOES AN EVENT VENDOR NEED A SELLER'S PERMIT?

A vendor selling taxable merchandise or property in Wisconsin must have a Wisconsin seller's permit unless the vendor's sales are exempt from sales or use tax. A seller's permit is issued for a two-year period and will be renewed automatically unless the DOR is informed that you will not be operating in Wisconsin in the future. Seller's that do not operate in Wisconsin year-round will be issued a seasonal permit valid only for the month or months during each year indicated on their application. For more information on how to obtain a seller's permit, visit: <https://www.revenue.wi.gov/Pages/Businesses/New-Business-home.aspx>.

➤ VENDOR EXEMPTIONS:

- Vendor's sales are all exempt (nontaxable).
- Vendor's tax is already paid by multi-level marketing company.
- Vendor is a nonprofit organization and qualifies for nonprofit occasional sales exemption (see Publication 206 on WI DOR's website).
- Exempt occasional sales – taxable sales are less than \$2,000 per year (restrictions do apply, see Publication 228 on WI DOR's website).

WISCONSIN TEMPORARY EVENT REPORTING



COMPLETE SECTION "EVENT VENDOR - SELLER" AND RETURN TO THE CHAMBER

EVENT OPERATOR - CHAMBER

PART A: Event Operator Information (To be completed by the Tomah Chamber)

Legal Business Name:

Tomah Chamber & Visitors Center

Wisconsin Tax Number:

640 - 0000214839 - 04

Event Operator Name:

Tomah Chamber & Visitors Center

Full FEIN (Business):

39-1023516

Mailing Address:

P.O. Box 625

City, State, Zip:

Tomah, WI 54660

Email Address:

bdowns@tomahwisconsin.com

Contact Phone Number:

608-372-2166

PART B: Temporary Event Information (To be completed by the Tomah Chamber)

Event Start Date:

07-02-2026

Event End Date:

08-13-2026

Number of Vendors:

Varies Each Week

Temporary Event Name:

Downtown Thursday Nights

Minimum Vendor Booth Fee:

\$500.00

Customer Admission Fee:

\$0.00

Street Address:

800 & 900 Blocks of Superior Ave

City, State, Zip, County:

Tomah, WI 54660 - Monroe County

EVENT VENDOR - SELLER

PART C: Vendor Information (To be completed by the Applicant/Seller)

Wisconsin Seller's Permit Number (15 digits starting with 456):

456 -

FEIN (last 4 digits):

OR

SSN (last 4 digits):

Exemption Code:

Legal Business Name (if not sole proprietor):

Doing Business As (DBA) Name (if applicable):

Vendor/Contact Full Name (first & last):

Vendor/Contact Phone Number:

Mailing Address:

City, State, Zip

Email Address:

Multi-Level Marketing Company (if claiming Code 2 above)

I declare that the information in section "Event Vendor - Seller" is true and correct to the best of my knowledge and belief, and that I am authorized to sign this form.

Print Name:

Signature:

Date: