

2024 SPONSORSHIP PACKET

ROCKIN' THESE DATES IN 2024

DOWNTOWN

Thursday Nights



JUL 4
JUL 11
JUL 18



AUG 1
AUG 8
AUG 15

Sponsorship Opportunities Available Exclusive to Tomah Chamber Members Only

**GOOD MUSIC | GOOD FOOD | COLD DRINKS | KID ZONE FUN
6 - 9 PM | FREE ADMISSION | 800 SUPERIOR AVE, TOMAH, WI**

DOWNTOWNTHURSDAYNIGHTS.COM | 608-372-2166 | INFO@TOMAHWISCONSIN.COM

Tomah's DOWNTOWN CONCERT SERIES



Since 2019, Downtown Thursday Nights (DTN) has brought national-touring bands to Tomah, promoting downtown growth and economic development during a six-week summer street concert series hosted by the Tomah Chamber & Visitors Center. Coming off another successful and well-attended series, DTN is becoming well-known as a must-attend summer event for friends and family while featuring great music, food & drinks, kid zone, warm positive vibes, all with FREE admission! We are Tomah's Downtown Thursday Night fun!

Sponsoring DTN gives your business the opportunity to get your name in front of thousands of people not just in Tomah but across the state as well! Your business will also be associated with good times and great music, and known for helping bring the summer's best event to Tomah's downtown area! Below, you will see various avenues of marketing we will use to promote the concert series and your business. You can bet that these events will be marketed aggressively in our area and beyond. Thus, providing your business more reach for your dollar. Our sponsors ROCK and we can't thank you enough for your support!

SPONSORSHIP OPPORTUNITIES

Diamond Record Sponsor

\$5,000 (Limit 2)
"Title Sponsor"

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

Platinum Record Sponsor

\$2,500 (Limit 6)
"Band Sponsor"

- 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)

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

Gold Record Sponsor

\$1,000 (Limit 8)

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

Silver Record Sponsor

\$500 (Limit 12)

- Banner at 1 event
- Vendor Booth at 1 event
- Print advertising & 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

Rockin' Picnic Table Sponsor

\$600 (Limit 6)

- Banner at all events (6 tables available, one logo per table)
- Social media ads
- DTN website presence

Customized Sponsor

There are any number of ways to support the 2023 DTN concert series. The Tomah Chamber reserves the right to create customized sponsorship opportunities to meet specific needs. If interested, please contact the Chamber office.

2024 SPONSORSHIP AGREEMENT

SPONSORSHIP AGREEMENT AND TERMS

Eligibility Criteria: Sponsorship of DTN is exclusive to Members of the Tomah Chamber & Visitors Center.

Booth Spaces: Applicable to sponsorship opportunities that include a booth space; assignment of booth spaces are determined by the event organizer (Tomah Chamber), and are subject to change for each event. Preferred placement of booth spaces are not guaranteed.

Electricity: If electricity is needed at a booth space, this must be coordinated with the event organizer (Tomah Chamber).

Preferred Date(s): Applicable to Gold Record and Silver Record sponsorship opportunities; while the event organizer will do its best to accommodate the preferred event date to display its band banner or set-up its booth space, the preferred event date selected is not guaranteed.

Wisconsin Sales Tax: All vendors are required to complete a "Wisconsin Temporary Event Operator & Seller Information" form (enclosed in this packet). This form will need to be provided to the Chamber Office prior to your event date.

SPONSORSHIP LEVEL

*The fees outlined below represent one year of sponsorship. Participating event sponsors will be invoiced each year for the applicable sponsorship fee.

**Event sponsors from the previous year have first right of refusal to obtain applicable sponsorship levels in subsequent years.

***The Tomah Chamber reserves the right to create customized sponsorship opportunities. If interested, contact the Chamber office!

\$5,000 Diamond Record Sponsor

\$2,500 Platinum Record

\$2,500 Kid Zone Sponsor

\$1,000 Gold Record Sponsor,

Check Preferred Band Banner Date: Jul 4 Jul 11 Jul 18 Aug 1 Aug 8 Aug 15

\$600 Rockin' Picnic Table Sponsor

\$500 Silver Record Sponsor,

Check Preferred Band Banner Date: Jul 4 Jul 11 Jul 18 Aug 1 Aug 8 Aug 15

Check Preferred Vendor Booth Date: Jul 4 Jul 11 Jul 18 Aug 1 Aug 8 Aug 15

\$500 Food Sponsor: Have you obtained a food truck permit with the City of Tomah? Yes No

\$100 Friends of DTN

Does your booth need access to electricity?

Yes No

BILLING PREFERENCE

Check

Invoice

Credit Card

Business Name: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Signature Print Name: _____

Signature: _____ Date: _____

By signing this agreement, I agree to pay the sponsorship selected.

Unless otherwise requested, invoices will be sent to the billing representative listed on file in your Chamber account.

Submit Sponsorship Agreements to:

Tomah Chamber & Visitors Center, Attn: Downtown Thursday Nights

PO Box 625, Tomah, WI 54660

info@tomahwisconsin.com | 608-372-2166

THANK YOU FOR YOUR SPONSORSHIP!!!

