

2022 SPONSORSHIP PACKET



JUNE 30 JULY 21
JULY 7 AUG 4
JULY 14 AUG 11



608.372.2166 | DOWNTOWNTHURSDAYNIGHTS.COM

2022 DOWNTOWN CONCERT SERIES



The Tomah Chamber & Visitors Center is excited to host another year of fun, right in Tomah's downtown! One of our tools for promoting downtown growth and economic development is a six-week summer street concert series we simply call, Downtown Thursday Nights (DTN). Each event will feature a nationally touring band, Kid Zone, adult beverages, and food vendors.

The DTN sponsorship model is a bit different from our traditional events. 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 summer concert series is where it's at! Tomah's downtown will be alive, and you need to be a part of it! DTN is the event to hear some great music, have dinner and a drink, bring the kids out to play, meet up with old and new friends, all with free admission! Our sponsors ROCK and we can't thank you enough!

SPONSORSHIP OPPORTUNITIES

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

Diamond Record Sponsor

\$5,000 (Limit 2)

- Title Sponsor:
Top banner - all events
- Vendor Booth - all events
- Radio mentions, billboard, & print presence as Title Sponsor
- Print advertising/
Social Media ads
- DTN website presence

Platinum Record Sponsor

\$2,500 (Limit 6)

- Band Sponsor:
Lower banner - all events
- Vendor Booth - all events
- Radio mentions as Band Sponsor
- Print advertising/
Social Media ads
- DTN website presence

Gold Record Sponsor

\$1,000 (Limit 8)

- Band Banner - 1 event
- Vendor Booth - all events
- Print advertising/
Social Media ads
- DTN website presence

Silver Record Sponsor

\$500 (Limit 12)

- Band Banner - 1 event
- Vendor Booth - 1 event
- Print advertising/
Social Media ads
- DTN website presence

Kids Zone Sponsor

\$2,500 (Limit 2)

- Banner: Kids Zone fence - all events
- Vendor Booth - all events
- Print advertising/
Social Media ads
- DTN website presence

Friends of DTN Sponsor

\$100 (Unlimited)

- DTN website listing as contributor

Food Sponsor

\$500 (Limit 4)

- Social Media ads
- DTN website presence

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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.

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 a guarantee.

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.

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- | | |
|---|---------|
| <input type="checkbox"/> Diamond Record (Limit 2)* | \$5,000 |
| <input type="checkbox"/> Platinum Record (Limit 6)* | \$2,500 |
| <input type="checkbox"/> Gold Record (Limit 8)** | \$1,000 |
| <input type="checkbox"/> Silver Record (Limit 12)** | \$500 |
| <input type="checkbox"/> Kid Zone (Limit 2)** | \$2,500 |
| <input type="checkbox"/> Friends of DTN (Unlimited) | \$100 |
| <input type="checkbox"/> Food Sponsor (Limit 4)* | \$500 |

Preferred Date(s)
Indicate if preferred date is applicable to
Band Banner, Vendor Booth, or Both

- | | |
|--------------------------------------|-------|
| <input type="checkbox"/> June 30th | _____ |
| <input type="checkbox"/> July 7th | _____ |
| <input type="checkbox"/> July 14th | _____ |
| <input type="checkbox"/> July 21st | _____ |
| <input type="checkbox"/> August 4th | _____ |
| <input type="checkbox"/> August 11th | _____ |

BILLING PREFERENCE

Check

Invoice

Credit Card

Business Name: _____

Contact Name: _____

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.

THANK YOU FOR YOUR SPONSORSHIP!!!

Submit Sponsorship Agreements to:

Tomah Chamber & Visitors Center, Attn: Downtown Thursday Nights
PO Box 625, Tomah, WI 54660
info@tomahwisconsin.com | 608-372-2166

