



SPONSORSHIP PROGRAM

What is the all new Sunset Concert Series?

The Village of Menomonee Falls has built the new Village Park Amphitheater in downtown. The Sunset Concert Series are the premier, FREE, family friendly, live music events held on Thursday nights during the summer.

We had 4 concerts in 2021 with an attendance estimated at 5000 and almost 29,000 engagements on social media. This year we are putting on 6 shows, and with a bigger budget we will be bringing in even bigger and better acts.

The success of the Sunset Concert Series in 2022, and the ability to expand programming in the years to come, will rely heavily on the generous financial support of area businesses, clubs and organizations, as well as, numerous volunteers in the community.

Sunset Concert Series in Village Park is hosted and coordinated by Menomonee Falls Downtown. This group of local business and community leaders plan many large events in the downtown which allows us to market collaboratively to bring the community together and maximize exposure for our sponsors! We are a non-profit 501(c)(6).

Depending on your level of support, your sponsor benefits may include:

- Your name and/or logo on all marketing material including banners, posters, press releases and all other printed material.
- Logo and or name mentioned in all online marketing. This would include both social media and our events web page, including logo click.
- A VIP section for your employees, customers and guests that is 30' x 30' and near the stage.
- A 10x10 area where you can put a tent to market your business to the attendees.
- Your business will be mentioned each concert during the welcome message. (All Levels)
- Right of first refusal next year for sponsorship. (All Levels)



Frontman Sponsorship Level: \$7500

As the Frontman, you are the star. Your name is up front and larger than life. So, What do you get with your Frontman Sponsorship donation?

- Exclusive main billing on all marketing, including but not limited to banners, posters, announcements, website and social media.
- A VIP Section near the stage for your customers, employees and guests.
- A complimentary 10x10 space to advertise your business.
- All these perks for ALL SIX CONCERTS!

For More Information, please contact the Downtown office - menfallsdowntown@gmail.com or call 262-251-8797



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Rhythm Section Sponsorship Level: \$3750

The Rhythm Section is the heart of the band. Without you there is no band. Just some guy with a guitar... Booooooring!
So. What do you get with your Rhythm Section Sponsorship donation?

- Secondary billing on all marketing, including but not limited to banners, posters, announcements, website and social media.
- One concert VIP access for your customers, employees and guests.
- A complimentary 10x10 space to advertise your business for all six shows.



Horn Section Sponsorship Level: \$1500

The Horn Section bring a whole new level to the band, just like your donation will bring new life to the concert series.
So. What do you get with your Horn Section Sponsorship donation?

- Secondary billing on all marketing, including but not limited to banners, posters, announcements, website and social media for one show.
- Associate level billing for the other shows.
- A complimentary 10x10 space to advertise your business for all six shows.



Backup Singers Sponsorship Level: \$750

Harmony cannot be sung alone. The band needs you to bring those choruses to life. So. What do you get with your Backup Singers Sponsorship donation?

- Associate level billing on all marketing, including but not limited to banners, posters, announcements, website and social media.
- A complimentary 10x10 space to advertise your business for 2 shows.



Groupies Level Sponsorship Level: \$300

Without the fans, there is no band. One could say your combined influence makes the band a band.
So. What do you get with your Background Sponsorship donation?

- Friends level billing on banners, posters, website and social media. For all six shows.
- A complimentary table to advertise your business for one show.

Main Billing = Largest logo, Top name recognition on all marketing.

Secondary Billing = Smaller logo, names mentioned after Main Billing on all marketing.

Associate Billing = Smallest logo. Names mentioned after Secondary Billing on all marketing.

Friends Billing = No logo but mentioned by name after Associate Billing on all marketing.

When sponsoring at a level where you receive 1 concert of special perks, those dates will be chosen at random by the concert committee.

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