

An aerial photograph of a city street, likely Milwaukee, showing a large crowd of people gathered for an event. A prominent glass skyscraper is on the left, reflecting the surrounding buildings and sky. The street is lined with various buildings, including one with a 'WARNER' sign. The scene is bright and sunny, with shadows cast by the buildings and trees.

2024 MILWAUKEE NIGHT MARKET SPONSORSHIP OPPORTUNITIES

WESTOWN ASSOCIATION



MILWAUKEE NIGHT MARKET

Presented by:



2024 EVENT OVERVIEW

The Milwaukee Night Market is a free, outdoor event showcasing a variety of local vendors, performers and artists. The Milwaukee Night Market transforms the heart of downtown into an exciting fusion of all the city has to offer.

DATES & TIME June 26, July 24, August 14 & September 11
5 - 10 PM

LOCATION West Wisconsin Avenue between Vel R.
Phillips Avenue & 2nd Street

ESTIMATED ATTENDANCE 100,000+ attendee throughout the season

PROMOTIONAL LAUNCH February 13, 2024



SPONSORSHIP OPPORTUNITIES

ENTERTAINMENT ZONE SPONSOR | \$20,000

- Logo/name recognition on:
 - rack cards & brochures
 - mkenightmarket.com & westtown.org
 - email newsletters
 - @mkenightmarket & @westtownassoc social media channels
 - event press release
 - exclusive & general event signage
- Verbal mentions from Night Market DJs
- Opportunity for on-site activation of 10x10 booth in the Market footprint at all (4) Markets
- VIP Area access for up to 15 guests each night
- Feature on the College Night scavenger hunt in September
- Opportunity for representative to participate in performance curation



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SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR - FULL SEASON | \$8,000

- Logo/name recognition on:
 - rack cards & brochures
 - mkenightmarket.com & westtown.org
 - email newsletters
 - @mkenightmarket & @westtownassoc social media channels
 - event press releases
 - event signage
- Opportunity for on-site activation of 10x10 booth in the Market footprint at all four Markets
- VIP Area access for up to 5 guests each night

CONTRIBUTING SPONSOR - SINGLE-NIGHT | \$2,750

- Logo/name recognition on:
 - brochures
 - mkenightmarket.com & westtown.org
 - email newsletters
 - @mkenightmarket & @westtownassoc social media channels
 - event press release
 - event signage
- Opportunity for on-site activation of 10x10 booth in the Market footprint during (1) mutually agreed upon night
- VIP Area access for up to 5 guests during (1) mutually agreed upon night



SPONSORSHIP OPPORTUNITIES

PRIVATE VIP AREA SPONSOR – SINGLE NIGHT | \$5,000

- Private space adjacent to the Market from 5–8PM for up to 100 guests on mutually agreed upon night & includes:
 - private bartender & (3) complimentary drink tickets per guest for beer, seltzer & soft drinks
 - nearby complimentary parking for guests
 - colored uplights
 - hightop tables
- Logo/name recognition on:
 - brochures
 - mkenightmarket.com & westown.org
 - email newsletters
 - exclusive & general event signage
- Add-ons for additional cost:
 - Illuminated logo
 - Café lights
 - Photo booth
 - Catering – Westown can provide a list of preferred caterers if desired

WESTOWN VIP AREA SPONSOR – SINGLE NIGHT | \$2,500

- Access to Westown's VIP Area between 5–8PM on the 310W Plaza for up to 50 guests on mutually agreed upon night & includes:
 - (3) complimentary drink tickets per guest
 - complimentary appetizers while supplies last
 - nearby complimentary parking for guests
- Opportunity to distribute branded items in the VIP Area
- Logo/name recognition on:
 - brochures
 - mkenightmarket.com & westown.org
 - email newsletters
 - exclusive & general event signage



SPONSORSHIP OPPORTUNITIES

COLLEGE NIGHT SPONSOR – SEPTEMBER 11 | \$5,000

- Logo/name recognition on:
 - brochures
 - mkenightmarket.com & westtown.org
 - email newsletters
 - @mkenightmarket & @westtownassoc social media channels
 - event press release
 - event signage
 - exclusive giveaway item for College Night scavenger hunt
- College Night scavenger hunt flyer
- Opportunity for on-site activation of 10x10 booth in the Market footprint on September 11
- VIP Area access for up to 10 guests on September 11



PRIMARY SPONSORSHIP CONTACT



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