



Benefiting:



Children's
Hospital of Wisconsin

On behalf of the children whose lives are forever positively changed by the healthcare initiatives of Children's Hospital of Wisconsin, the Directors of Lakeshore Weekend invite you to help sponsor this community event.

Your **Support** and **Generosity** will have a significant impact on its success! To date, Miesfeld's Lakeshore Weekend has raised over \$788,500.00 for Children's Hospital of Wisconsin.

Lakeshore Weekend is a non-profit event designed to directly benefit Children's Hospital of Wisconsin. In Sheboygan County, over 4700 children are provided care by Children's Hospital each year. We hope you join us in this triumphant effort!

Sheboygan County's 8th Annual Miesfeld's Lakeshore Weekend, July 29th, 30th, 31st, 2016 at South Pier, ... a site perfect for family fun, great local and regional entertainment, children's activities, and the famed "Dragon Boat" races (a fun filled, corporate-sponsored race)!

Sponsorship Levels

PRESENTING SPONSOR	\$35,000
PLAYLAND SPONSOR	\$14,500
MAIN EVENT TENT SPONSOR	\$10,000
FIREWORKS SPONSOR	\$7,500
SILENT AUCTION/WINE GARDEN SPONSOR	\$5,000
DRAGON BOAT RACES EVENT SPONSOR	\$3,500
MAIN ENTERTAINMENT STAGE SPONSOR	\$3,500
KIDS STAGE SPONSOR	\$2,500
PLATINUM SPONSOR	\$1,000
DRAGON BOAT SPONSOR	\$400
KIDS GAME SPONSOR	\$150



We thank you in advance for your commitment in supporting our children!

www.lakeshoreweekendsheboygan.com

Tax ID #26-467-8893



PRESENTING SPONSOR

\$35,000

Benefits:

- Logo/Name to be included in **TITLE** of Lakeshore Weekend event for **ALL** promotional material inclusive of **ALL** media types (Print, Radio, Television, Social)
- Logo/Name to be incorporated into the Lakeshore Weekend “Dragon Logo”, (left title flag)
- **EXCLUSIVE** rights to all Television and Radio interviews and any press release relating to Lakeshore Weekend benefiting Children’s Hospital
- Logo/Name **PRIMARY COLOR PLACEMENT** in main Lakeshore Weekend Tri-fold brochure (15,000 Distribution)
- Logo/Name **PRIMARY COLOR PLACEMENT** all print media i.e. brochures, banners, posters, mailers, “to go” promos, flyers city “street across street” signage, etc.
- Logo/Name as incorporated into Lakeshore Weekend “Dragon” logo, into DRAGON FLAG promotion, sold for \$1 each, in multiple community merchant locations. This has become so popular with merchants that there are trophies awarded for 1st, 2nd and 3rd place sellers each year!
- Presenting Sponsor **MULTIPLE NAME MENTIONS** on both Main Entertainment Stage & Kids Stage daily by Emcee & entertainment throughout the event.
- Logo/Name **PRIMARY COLOR PLACEMENT** dedicated FRONT side with backside COLOR logo/name on Lakeshore Weekend Volunteer T-shirts (approx. 500 t’s)
- Logo/Name **TITLE PAGE & HEADER MENTION EVERY PAGE** Lakeshore Weekend Sheboygan Press 12-16 page “Insert”
- Logo/Name **PRIMARY COLOR PLACEMENT** as part of Lakeshore Weekends’ “External Event” Celebrations. EXCLUSIVE right to provide Logo/Name items to customers/audiences etc.
- Logo/Name **TITLE** on Lakeshore Weekends’ Facebook Page
- A complimentary “Dragon Boat” race entry (one boat accommodates 20 persons—\$400 entry fee waived)
- Logo/Name **PRIMARY** on site banner positions
- 25 complimentary V.I.P. Bracelets
- Presenting Sponsor may hand out items that include their company logo (frisbee’s etc.)
- Opportunity to involve your associates and members at any level with Lakeshore Weekend, including both committee work and event volunteer opportunities.
- Sponsorship exclusive & renewable @ \$35,000/year for a term of 5 years
- Recognition in the Children’s Hospital of WI Annual Donor report
- The fulfillment of knowing that your partnership has created a better life for children

PLAYLAND SPONSOR

\$14,500

Benefits:

- Logo/Name to be included in **PRIMARY SPONSOR** of entire **PLAYLAND** i.e. “Plenco Playland”
- Logo/Name **SECONDARY COLOR PLACEMENT** in main Lakeshore Weekend Tri-fold Brochures (15,000 Distribution)
- Logo/Name as **“FEATURE” PROMOTION** “with **SECONDARY COLOR PLACEMENT** **ALL** print media i.e. brochures, banners, posters, mailers, “to go” promos, flyers etc.
- Logo/Name **COLOR TOP ROW BACK** volunteer T-shirts (approx. 500 T’s)
- Playland Sponsor Name **MULTIPLE MENTIONS** on Kids Stage by Emcee & Entertainment throughout event weekend.
- Logo/Name opportunity as **“FEATURE” PROMOTION** of Lakeshore Weekend on radio, including live interviews
- Logo/Name **“FEATURE” PROMOTION** on Lakeshore Weekends’ “External Event” Multiple Sponsor Mentions when applicable, i.e. live audiences, promotions.
- Logo/Name **TITLE BAR** Lakeshore Weekend website with **DEDICATED** page
- Logo/Name as **“FEATURE” PROMOTION** on Lakeshore Weekend new digital billboard weekend of event
- Logo/Name as **“FEATURE” PROMOTION** on lakeshore Weekends’ Parade Celebrations; Sheboygan 4th of July, and Elkhart Lake 4th of July (1st Sunday in July) inclusive of CD voice over with multiple mentions
- A complimentary “Dragon Boat” race entry (one boat accommodates 20 persons—\$400 entry fee waived)
- Logo/Name **“FEATURE” PROMOTION** page in Lakeshore Weekend Sheboygan Press 12-16 page “Insert”
- Logo/Name as **“FEATURE”** on Lakeshore Weekend social media
- Opportunity to involve your associates and members at any level with Lakeshore Weekend, including both committee work and event volunteer opportunities.
- 20 complimentary V.I.P. Bracelets
- The fulfillment of knowing that your partnership has created a better life for children



MAIN EVENT TENT

\$10,000

Benefits:

- Logo/Name to be included in **PRIMARY SPONSOR** of entire Main tent
- Company name as Main Event Tent “Sponsored By” daily in Lakeshore Weekend Tri-fold Brochures (15,000 Distribution)
- Logo/Name as **“FEATURE PROMOTION** in **ALL** print media i.e. brochures, banners, posters, mailers, “to go” promos, flyers etc.
- Logo/Name opportunity as **“FEATURE” PROMOTION** of Lakeshore Weekend on radio, including live interviews
- Logo/Name **COLOR TOP ROW BACK** Volunteer T-Shirts (approx. 500 t’s)
- Sponsor Name **MULTIPLE MENTIONS** on Main Stage by Emcee multiple times daily throughout event weekend
- Logo/Name **TITLE BAR/HOMEPAGE** Lakeshore Weekend website sponsor page
- Logo/Name as **“FEATURE” PROMOTION** on Lakeshore Weekend new digital billboard weekend of event
- Logo/Name as **“FEATURE” PROMOTION** on Lakeshore Weekends’ “External Event” Celebrations. Multiple Sponsor Mentions when applicable, i.e. live audiences, promotions.
- A complimentary “Dragon Boat” race entry (one boat accommodates 20 persons—\$400 entry fee waived)
- Logo/Name **“FEATURE” PROMOTION** daily as “Sponsored By” mentions Lakeshore Weekend Sheboygan Press 12-16 page “Insert”
- Logo/Name as **“FEATURE”** on Lakeshore Weekend social media
- 15 complimentary V.I.P. Bracelets
- Opportunity to involve your associates and members at any level with Lakeshore Weekend, including both committee work and event volunteer opportunities.
- The fulfillment of knowing that your partnership has created a better life for children

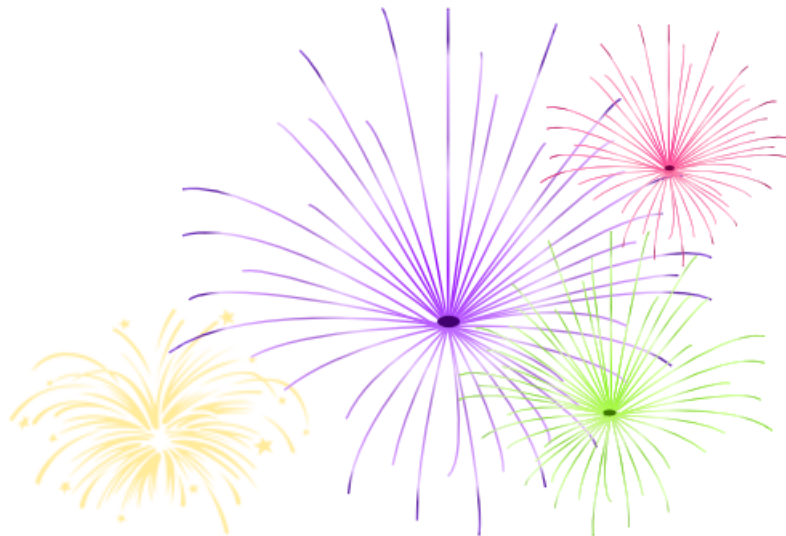


FIREWORKS SPONSOR

\$7,500

Benefits:

- Logo/Name **EXCLUSIVE SPONSOR** Lakeshore Weekend Friday Night **FIREWORKS DISPLAY**
- Company name as fireworks Display “Sponsored By” daily in Lakeshore Weekend Tri-fold Brochures (15,000 Distribution)
- Company Name as **“FEATURE PROMOTION** in **ALL** print media i.e. brochures, banners, posters, mailers, “to go” promos, flyers etc.
- Logo/Name **COLOR TOP ROW BACK** Volunteer T-Shirts (approx. 500 t’s)
- Logo/Name **TITLE BAR** Lakeshore Weekend website with associated **DEDICATED** page
- Logo/Name as **“FEATURE” PROMOTION** on Lakeshore Weekend new digital billboard weekend of event
- Sponsor Name mentions on Main Stage by Emcee **BOTH** Kids Stage and Main Stage Friday of event weekend
- Logo/Name as **“FEATURE” PROMOTION** on Lakeshore Weekends’ “External Event” Celebrations. Multiple Sponsor Mentions when applicable, i.e. live audiences, promotions.
- Logo/Name **“FEATURE” PROMOTION** as “Sponsored By” mentions Lakeshore Weekend Sheboygan Press 12-16 page “Insert”
- Logo/Name as **“FEATURE”** on Lakeshore Weekend social media
- Logo/Name opportunity to “tagline” name to Fireworks Event
- 10 complimentary V.I.P. Bracelets
- Rain Date, Saturday, July 30th
- Opportunity to involve your associates and members at any level with Lakeshore Weekend, including both committee work and event volunteer opportunities.
- The fulfillment of knowing that your partnership has created a better life for children



SILENT AUCTION/WINE GARDEN SPONSOR

\$5,000

Benefits:

- Logo/Name **PRIMARY SPONSOR** of Silent Auction/Wine Garden
- Company name as Silent Auction/Wine Garden “Sponsored By” daily in Lakeshore Weekend Tri-fold Brochures (15,000 Distribution)
- Company Name as “**FEATURE PROMOTION** in **ALL** print media i.e. brochures, banners, posters, mailers, “to go” promos, flyers etc.
- Logo/Name **COLOR TOP ROW BACK** Volunteer T-Shirts (approx. 500 t’s)
- Logo/Name **TITLE BAR** Lakeshore Weekend website with associated **DEDICATED** page
- Logo/Name as “**FEATURE” PROMOTION** on Lakeshore Weekend new digital billboard weekend of event
- Complimentary “Dragon Boat” race entry (1 boat accommodates 20 persons—\$400 fee waived)
- Logo/Name as “**FEATURE” PROMOTION** on Lakeshore Weekends’ “External Event” Celebrations. Multiple Sponsor Mentions when applicable, i.e. live audiences, promotions.
- Logo/Name “**FEATURE” PROMOTION** as “Sponsored By” mentions Lakeshore Weekend Sheboygan Press 12-16 page “Insert”
- 10 complimentary V.I.P. Bracelets
- Opportunity to involve your associates and members at any level with Lakeshore Weekend, including both committee work and event volunteer opportunities.
- The fulfillment of knowing that your partnership has created a better life for children

“SUNDAY FUNDAY”

Dragon Boat races **FEATURE EVENT** Sponsor

\$3,500

Benefits:

- Logo/Name **PRIMARY SPONSOR** of entire Dragon Boat Races event
- Company name as Dragon Boat Races “Sponsored By” daily in Lakeshore Weekend Tri-fold Brochures (15,000 Distribution)
- Company Name as “**FEATURE PROMOTION** in **ALL** print media i.e. brochures, banners, posters, mailers, “to go” promos, flyers etc.
- Logo/Name **COLOR** on Volunteer T-Shirts (approx. 500 t’s)
- Logo/Name **TITLE BAR** Lakeshore Weekend website with associated **DEDICATED** page
- Logo/Name “**FEATURE” PROMOTION** as “Sponsored By” mentions Lakeshore Weekend Sheboygan Press 12-16 page “Insert”
- Logo/Name **ONSITE** large banners
- Logo/Name opportunity to “tagline” name to “day”
- V.I.P. seating for up to 8 persons!
- 10 complimentary V.I.P. Bracelets
- Opportunity to involve your associates and members at any level with Lakeshore Weekend, including both committee work and event volunteer opportunities.
- The fulfillment of knowing that your partnership has created a better life for children
- Name **MULTIPLE MENTIONS** by Emcee throughout “Sunday Funday”

ENTERTAINMENT STAGE SPONSOR

\$3,500

Benefits:

- Logo/Name **COLOR MAIN STAGE ENTERTAINMENT** backdrop banners (2)
- Logo/Name included in all major promotional material
- Logo/Name **BACK** Volunteer T-Shirts (approx. 500 t's)
- Logo/Name Entertainment page & Sponsor page Lakeshore Weekend Website
- Logo/Name as **MAIN ENTERTAINMENT STAGE** Sponsor in Lakeshore Weekend Sheboygan Press 12-16 page "Insert"
- 10 complimentary V.I.P. Bracelets
- Opportunity to involve your associates & members at any level with Lakeshore Weekend, including both committee work & event volunteer situations
- The fulfillment of knowing that your partnership has created a better life for children
- Sponsor Name **MULTIPLE MENTIONS** on Main Entertainment Stage daily by Emcee & Entertainment throughout event weekend

KIDS STAGE SPONSOR

\$2,500

Benefits:

- Logo/Name **COLOR KIDS ENTERTAINMENT STAGE** backdrop banners (2)
- Logo/Name included in all major promotional material
- Logo/Name **BACK** Volunteer T-Shirts (approx. 500 t's)
- Sponsor Name **MULTIPLE MENTIONS** on Kids Stage daily by Emcee throughout the event weekend
- Logo/Name Entertainment page & Sponsor page Lakeshore Weekend Website
- Logo/Name as **MAIN ENTERTAINMENT STAGE** Sponsor in Lakeshore Weekend Sheboygan Press 12-16 page "Insert"
- 10 complimentary V.I.P. Bracelets
- Opportunity to involve your associates & members at any level with Lakeshore Weekend, including both committee work & event volunteer situations
- The fulfillment of knowing that your partnership has created a better life for children

PLATINUM SPONSOR

\$1,000

Benefits:

- Logo/ company information on individual 2' x 3' poster on interior wall of Silent Auction Tent
- 2 complimentary V.I.P. Bracelets
- Opportunity to involve your associates & members at any level with Lakeshore Weekend, including both committee work & event volunteer situations
- The fulfillment of knowing that your partnership has created a better life for children

DRAGON BOAT SPONSOR

\$400

- Want to meaningfully connect with your employees through an unforgettable team-building experience that will test them in FUN and EXCITING ways? Consider sponsoring a Dragon Boat!

KIDS GAME SPONSOR

\$150

- Sponsor a game in the PLENCO Playland (Kids Tent). Your company's logo will feature the game/s sponsored by your company. In addition, you may also provide company sponsored handouts for prizes! What a fun, supportive way to promote your business and support Children's Hospital of Wisconsin!

Consider this! Buy 3 Kids Game Sponsorships, get one FREE!

IN-KIND DONATIONS

- An "In-Kind" donation is a contribution of time, service or goods. In-kind donations are critical for LSW's sustainability. We appreciate everyone's contributions! There is no donation too big or too small.
- In-kind donations valued at or greater than \$2,500 will receive the additional benefit of acknowledgement in Lakeshore Weekend's promotional material i.e. logo on Lakeshore Weekend's Volunteer T-shirts, etc.
- In-kind donations valued at \$1,000 or more will receive Company Logo/Information on individual 2' x 3' poster on interior wall of the Silent Auction Tent
- Silent Auction items donated will feature Donor's name (logo if possible) along with donated item/s. We take great pride in our well put together silent auction. Items donated will be displayed professionally, recognizing each donor accordingly.

CONTACT Donna Cvetan, Chairperson, Corporate Sponsorship with ANY questions!
920-946-9410

Merchandise, gift certificates, & cash contributions in check form may be sent directly to:

Lakeshore Weekend
2741 North 40th Street • Sheboygan, WI 53083
920-946-9410
Tax ID #264-678-893

