

The Streets of Lake Geneva Business Improvement District is a public service organization whose broad mission is to: Preserve Lake Geneva's character, host memorable experiences for guests, residents, visitors and create an environment where business can thrive. The Streets of Lake Geneva hosts community and retail events all year long for thousands of people to enjoy and experience all that Lake Geneva has offer.

2022 WINE WALK May 22, 2022

Guests will enjoy sampling wines while visiting various downtown businesses.

This is a 21+ event with only 500 tickets available. The demographic of this event ranges in age between 21-80. They enjoy visiting Lake Geneva and the offerings within. (shopping, eating, walking)

Participants will receive:

- a wristband
- a commemorative stemless wine glass
- a bottle of water
- an event logo'ed bag
- an event passport with map and logo'ed pen.

Questions?

Nikki Faul is available to help you at:
streetslakegeneva@gmail.com
or by phone (847) 609-4441



SPONSORSHIP OPPORTUNITIES

ELITE SPONSOR

\$750.00

*Sponsor's name and/or logo will featured on the **COMMEMORATIVE BAG** that each recipient receives.*

Additionally available to the "ELITE" Sponsor:

- Name and/or Logo on all advertising and promotions which may include:
 - Flyers and print ads
 - Mentions in radio ads
 - BID event website and social media platforms
 - Event with listings on Visit Lake Geneva and Visit Walworth County calendars
 - Mentions in event press releases
- A sponsor representative can be stationed at check in for passing out their promotions

CABERNET SPONSOR

\$550.00

*Sponsor's name and/or logo will featured on the **WINE WALK PEN** that each recipient receives.*

Additionally available to the "CABERNET" Sponsor:

- Name and/or Logo on all advertising and promotions which may include:
 - Flyers and print ads
 - BID event website and social media platforms
 - Event with listings on Visit Lake Geneva and Visit Walworth County calendars
 - Mentions in event press releases
- A sponsor representative can be stationed at check in for passing out their promotions

CHARDONNAY SPONSOR

\$450.00

*Sponsor's name will featured on the **WRISTBAND** that each recipient receives.*

Additionally available to the "CHARDONNAY" Sponsor:

- Name and/or Logo on all advertising and promotions which may include:
 - Flyers and print ads
 - BID event website and social media platforms
 - Event with listings on Visit Lake Geneva and Visit Walworth County calendars
 - Mentions in event press releases
- A sponsor representative can be stationed at check in for passing out their promotions

NON-ALCOHOLIC BEVERAGE SPONSOR

\$300.00

*Each Wine Walk participant receives a bottle of water. Bottled water and soda beverages are made available to **Designated Driver ticket holders as well. Sponsor's name will featured on the Wine Walk Passport as the beverage provider.***

- Name and/or Logo on all advertising and promotions which may include:
 - BID event website and social media platforms
 - Event with listings on Visit Lake Geneva and Visit Walworth County calendars
 - Mentions in event press releases



THE STREETS OF LAKE GENEVA

WINE WALK

THE STREETS OF LAKE GENEVA
2022 WINE WALK



Sponsor Agreement

SPONSORSHIP INFORMATION

Company Name _____
Contact Person _____
Title _____
Address _____
City _____
State _____
Zip _____
Phone _____
Email _____
Website _____
Facebook @ _____
Instagram @ _____

SPONSORSHIP LEVEL

- Elite Sponsor - \$750.00
- Cabernet Sponsor - \$550.00
- Chardonnay Sponsor - \$450.00
- Non Alcoholic Beverage Sponsor - \$300.00
- Friends of Wine Walk - \$250.00

PAYMENT

Please return your completed Agreement with check payable to:

Streets of Lake Geneva

Streets of Lake Geneva
Attn: Nikki Faul
PO BOX 192
Fontana, WI 53125

Credit card payments can be made by phone
Nikki Faul
(847) 609-4441



Thank You