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# Bloomin'Days

Planting Seeds for Downtown Kenosha

## 2010 SPONSORSHIP OPPORTUNITIES



# JUNE 4 – 5, 2010

Dear Friend and Community Partner:

Thanks to the generous support of local sponsors, business owners, and dedicated volunteers, **Bloomin' Days** is now one of the most anticipated annual events in downtown Kenosha. Festival goers welcome summer to Kenosha with food, fun activities, flowers and music... lots and lots of music! The Kenosha Lakeshore Business Improvement District (BID) is looking forward to an even bigger event in 2010. We invite you to be a part of this wonderful community festival by becoming an official sponsor of Bloomin'

Days. Your support will not only help produce a valuable family-friendly event for our community, but it will also support the ongoing growth and revitalization of our lakeshore, downtown and harborside neighborhoods.



## 2009 EVENT SUMMARY



- 2-day festival – June 5-6, 2009
- Estimated attendance of 9,500 over the two days
- Eight Main Stage music acts
- 3 Side Stages and 12 Street Musician locations featuring 100+ acts
- Donated 200 free bicycle helmets to children
- Over 500 participants in the children's Bloomin' Bike Parade
- 35 food and product vendors
- Roaming performers & entertainers
- Complimentary Bloomin' Days Coupon Book featuring over 30 businesses

- Advertising via newspaper ads, brochures, posters and Internet marketing
- Dozens of downtown and harborside storefront window paintings
- Media coverage by local and neighboring community newspapers, radio interviews and Internet pieces

## BLOOMIN' DAYS' MISSION

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*Bloomin' Days* is produced by Kenosha's Lakeshore BID (Business Improvement District). It signifies the coming of summer to the lakeshore community... celebrating the literal blooming of the flowers as well as the symbolic embrace of the District's growth. It invites residents and visitors to discover (and re-discover) all that the downtown and harborside area has to offer. The mission of *Bloomin' Days* is two-fold: (1) to promote the downtown area as an attractive destination for shopping, dining, recreation, events and more; and (2) to raise funds for various BID efforts, such as the Flower Basket program and street beautification.

## EVENT OFFERINGS

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*Bloomin' Days* will be a district-wide event, with scores of entertainers and musicians, vendors, and activities dispersed along the districts Streets, Avenues and sidewalks. Some highlights of the 2010 event include:

- Numerous stages of live music throughout the district
- Bloomin' Bicycle Parade
- Bicycle Helmet Giveaway (courtesy of Habush, Habush & Rottier)
- Art, craft and other vendors
- Fun, hands-on activities and games for children
- Informational and interactive exhibits
- Activities and promotions at district businesses



## ADVERTISING & PROMOTION

*Bloomin' Days* will target consumers throughout Kenosha and its neighboring communities. The event will be highlighted in the April issue of *Downtown Harborside Magazine*, and on colorful brochures and posters placed throughout the City of Kenosha, in various businesses, libraries and other locations throughout the region. Advertising will be placed in local and regional publications, news releases will be sent to local and regional media, and Internet marketing and online event calendars will be utilized to advertise *Bloomin' Days*. Promotional fliers will also be sent home with over 11,000 Kenosha Unified School District elementary students. A dedicated web site – [www.KenoshaBloominDays.com](http://www.KenoshaBloominDays.com) – will convey timely information about the event and its schedule of activities, and promote supporting sponsors.



## SPONSORSHIP OPPORTUNITIES & BENEFITS

Please note that sponsorship packages can be tailored to meet your specific needs and objectives.

### PRESENTING SPONSOR (1 AVAILABLE)

**\$5,000**

- Primary logo/brand placement in all print advertising and collateral
- Primary placement of logo and link on home page and throughout [www.KenoshaBloominDays.com](http://www.KenoshaBloominDays.com)
- Complimentary and customized exhibit/showcase space and programming
- Primary logo/brand placement in program

### ROSE SPONSOR (2 AVAILABLE)

**\$2,500**

- Secondary logo/brand placement in all print advertising and collateral
- Logo and link on home page and throughout [www.KenoshaBloominDays.com](http://www.KenoshaBloominDays.com)
- Complimentary exhibit space
- Secondary logo/brand placement in program

### TULIP SPONSOR (5 AVAILABLE)

**\$1,500**

- Logo/brand placement in select print advertising and collateral
- Logo and link on home page and throughout [www.KenoshaBloominDays.com](http://www.KenoshaBloominDays.com)
- Logo/brand placement in program

For more information about Bloomin' Days sponsorship opportunities, contact Carolyn Kirkby at (262) 945-0899 or [ckirkby@tds.net](mailto:ckirkby@tds.net).



# 2010 SPONSORSHIP AGREEMENT

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Web Address: \_\_\_\_\_

## SPONSORSHIP LEVEL (check one)

Presenting Sponsor (\$5,000)

Tulip Sponsor (\$1,500)

Rose Sponsor (\$2,500)

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

## To confirm your sponsorship, please submit the following:

1. Completed Sponsorship Agreement form
2. Payment check made payable to Kenosha Lakeshore BID
3. Your logo (digital file in .jpg or .gif format preferred)

to: Carolyn Kirkby | Carolyn's Coffee Connection | 1351 – 52<sup>nd</sup> Street | Kenosha, WI 53140

## QUESTIONS?

Contact Carolyn Kirkby at (262) 945-0899 or ckirkby@tds.net.