

Downtown Sun Prairie Business Improvement District 2023 Sponsorship Opportunities

Sponsorship Type	Benefits			
	Space at each event	Inclusion of Logo in Promotion Material	Number Available	Cost
Full Year Event - Outside of the BID business	Yes	Yes	1 remaining	\$ 5,000
Signature Per Event - Outside of the BID business	Yes	Yes	2	\$ 900
BID Business Full Year	Yes*	Yes	SOLD OUT!	\$ 2,500
BID Business Per Event	Yes*	Yes	2	\$ 300
Total number available sponsorship opportunities per event: 8				

Full Year Event Sponsorship includes the following events: Artful Wine Walk, Fall Beer Taste, Fall Fun!, Ladies Night Out, 3rd Ticketed event (date & theme TBD), and Streets of Sun Prairie (SoSP) event series.

Return this commitment form to confirm your 2023 sponsorship!

We would like to sponsor the following events:

- All of them! We're an **outside of the BID business** and would like to be a **Full Year Event Sponsor: \$5,000**
- We're an **outside of the BID business** and would like to sponsor a **Signature Event for \$900**
 - includes: Artful Wine Walk, Fall Beer Taste, Fall Festival, and Ladies Night Out (circle event/s interested in)
- All of them! We're a **BID business** and would like to be a **Full Year Event Sponsor: \$2,500**
- We're a **BID business** and would like to sponsor the following **Single Event/s**:
 - SoSP Dream Park + Dueling Pianos, June 15: **\$300**
 - SoSP event #2, theme TBD, June 29: **\$300**
 - SoSP Sing-a-Long + Magician, July 27: **\$300**
 - SoSP, Classic Cars + Bluegrass, August 3 or 10: **\$300**
 - Fall Beer Taste, date TBD: **\$300**
 - Artful Wine Walk, May 4: **\$300**
 - Fall Fun!, October 14: **\$300**
 - Ladies Night Out, December : **\$300**
 - 3rd Ticketed event, date & theme TBD: **\$300**
 - Santa Saturday, December 9: **\$300 (1 sponsor = host location)**
 - Santa Saturday, December 16: **\$300 (1 sponsor = host location)**

Business Name _____
(as you would like it to be listed in promotion or advertising)

Contact Name _____

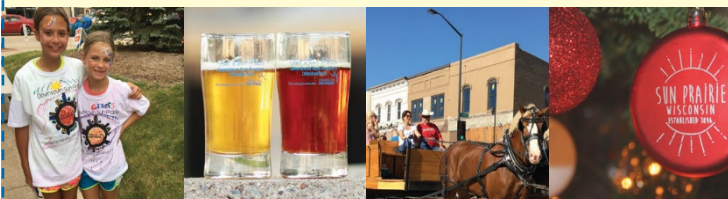
Email _____

Address _____

Phone _____

Please return to: City of Sun Prairie
Alyse Peters, Event and Sponsorship
Coordinator
300 East Main Street
Sun Prairie WI 53590

Questions: apeters@cityofsunprairie.com



We're having fun down here



See the back of this sheet for event dates, commitment deadlines, and Event Policy information.

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Downtown Sun Prairie 2023 Events and Commitment Deadlines

Event	Date	Time	Est Attendance	Commitment Deadline
Wine Walk, pre-sale ticketed event	Thursday, May 4	5-8:30PM	400	March 1
Streets of Sun Prairie event series	Thursday evenings: June 15 & 29, July 27, August 3 or 10	core hours: 5-7PM	75-500/event	April 1
Fall Beer Taste, pre-sale ticketed event	TBD	Noon-4PM	300+	July 1
Fall Fun!	Saturday, October 14	11AM-5PM	2,500-3,000	August 1
Ladies Night Out	Thursday, December 7	5-8:30PM	400-500	October 1
Santa Saturday: 2 dates to choose from, 1 sponsor/event. Sponsor will serve as the host location for the event	Saturdays: December 9, December 16	10AM-noon, or 12:30-2:30PM	75-150	October 1
3rd Ticketed event	TBD	TBD	Unknown	TBD

Event Policy:

- The BID has the right to change event dates if a conflict is issue is identified. In the instance of a date change, all Downtown Sun Prairie business and property owners will be notified; all sponsors will also be notified.
- In the unfortunate event that an event/s must be canceled, the BID will give sponsors the option to receive a full or partial refund, depending on the amount paid, or if applicable, to apply funds to an alternate event or promotion that the BID Board approves.
- Downtown Sun Prairie businesses will have until February 1 to commit to a sponsorship level. After February 1, the Event Sponsorship Opportunity document will be sent to businesses outside of the BID area.
- If a BID business commits to a minimum of a single event by February 1, the category of that business “blocks” all Outside of the BID businesses from participating in that category. (Example: a commitment from the Bank of Sun Prairie by February 1 would block all other outside of the BID financial service businesses from sponsoring that event year).
- All Outside of the BID sponsorship commitment requests will be evaluated by the BID’s Executive Committee + the business/es that are perceived as competitive.
- After February 1 category exclusivity rights are no longer in place.
- If the Commitment Deadline expires and all 4 (four) of the outside of the BID business sponsorships have not been committed to, BID businesses may sponsor at a cost of \$300.
- Examples of items that may include a sponsor logo: printed posters, flyers, banners, social media promotion, apparel, giveaway bags.
- Examples of items that may not include a sponsor logo: wristbands, glassware.
- If there is not space for all logos within advertising, sponsors will be listed as a line item within the ad.
- Any BID Property and/or Business Owner (member) who has a business inside & outside of the BID may promote or advertise their Outside of the BID business at BID events, etc. as long as that business has a consistent brand name as the business that is inside the BID.
- All BID businesses may have a table at any BID event, but only paid sponsors will be included in promotional materials &/or advertising.