



DOWNTOWN
WEST ALLIS
INCORPORATED

7231 W. GREENFIELD AVE., SUITE 201 · WEST ALLIS, WI 53214
PHONE (414) 774-2676 · FAX (414) 774-7728
WWW.WESTALLISDOWNTOWN.COM

RECEIVED

City of West Allis
Attn: Tourism Commission
7525 W Greenfield Avenue
West Allis, WI 53214

APR 09 2018

CITY OF WEST ALLIS
CAO

Dear Ms. Grill,

On behalf of Downtown West Allis, Inc., I am requesting financial assistance from the West Allis Tourism Commission for marketing our upcoming event, Wood & Wings. This event, hosted by Downtown West Allis, Inc. in conjunction with the City of West Allis Forestry Department, combines the repurposing of ash trees cut down in the city with the creativity of local artists and the delicious wings from ten West Allis restaurants .

In 2017, the event brought 200 people to West Allis Downtown and raised \$1,400 for beautification efforts in the downtown and the planting of new trees throughout the City of West Allis. In an effort to bring in more visitors to West Allis, our organization has applied for a Joint Effort Marketing Grant through Travel Wisconsin. As part of our grant application, our organization needed to show we would advertise in publications that would reach Travel Wisconsin's market, including Green Bay, Chicago, and Minneapolis. This includes mixing local advertising with promoting the event through Travel Wisconsin event emails and digital ads and visitor centers. Since this event has a large focus on recycling and sustainability, we were advised by Travel Wisconsin staff to promote Wood & Wings in a green publication.

After looking into these opportunities and selecting the best options for this event, our promotional expenses totaled \$3,290.00, \$2,227.50 of which could be reimbursed by the grant. We are asking the Tourism Commission to give \$1,114.00, half of the reimbursable amount. West Allis Downtown will be funding the additional \$1,876 through sponsorships and funds already budgeted towards the event. If our organization does receive the Travel Wisconsin grant, the Tourism Commission would be reimbursed their \$1,114.

If you have any question or concerns, I would be happy to discuss this with you or the members of the tourism commission.

Sincerely,

Emily Eineichner
Promotions Coordinator
Downtown West Allis, Inc.



A MAIN STREET COMMUNITY A 501(C) NON-PROFIT CORPORATION
BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH
AND WELCOMES COMMUNITY INVOLVEMENT



Why Wood & Wings?

- “Wood & Wings” is an event created by Downtown West Allis Inc. and the City of West Allis Forestry Dept.
- This event is a fundraiser for the Downtown West Allis Design Committee and the West Allis Forestry Dept.
- Funds go towards the beautification and safety efforts of Downtown West Allis and the planting of new trees throughout the city.
- “Wood & Wings” highlights local artists’ talents working with reclaimed wood from West Allis trees. It also showcases our exceptional restaurants, their competitive spirit, and their support for our community.
- This event is another example of how the Downtown, the City, and community businesses come together to showcase the unique attributes of West Allis.



Downtown West Allis
7231 W Greenfield Avenue, Suite 201
West Allis, WI 53214

(414) 774-2676
promotions@downtownwestallis.org

www.WestAllisDowntown.com
[Facebook.com/WestAllisDowntown](https://www.facebook.com/WestAllisDowntown)
Twitter: @dwabid
Instagram: @dwabid



WOOD & WINGS

**SATURDAY.
SEPTEMBER 8, 2018
1 PM TO 5 PM**

75th and Greenfield Avenue

2018

Sponsorship Opportunities

WOOD



Local artists will be embellishing décor or furniture, made from reclaimed logs in West Allis. Artists can use any medium of their choosing, and will be working on their submissions during the event. Silent auction will be held during the event (starting at \$75) and winners announced at 4:30 pm. Artists receive 20% of the auctioned price and the opportunity to sell their other work during the festival.

WINGS



West Allis restaurants will battle it out to see who serves the best chicken wings in West Allis! Each restaurant will be entering two of their best selling wings for attendees to taste and vote on. Winners will receive either a float in the West Allis Christmas Parade or \$500 worth of sponsorship benefits for one West Allis Downtown event and (most importantly) bragging rights for having the best wings in town!

LEVELS OF Sponsorship

4

Level 4: \$1,000

Level 3 Plus:

- *Upgrade: Business Name mentioned in 1/2 radio ads on 102.9 the HOG
- *Naming rights to tent area
 - * Tents: Artist, Dining, Kid's, Wing

3

Level 3: \$500

Level 2 Plus:

- *Upgrade: Business Name mentioned in 1/3 radio ads on 102.9 the HOG
- *Upgrade: Business logo on event Posters
- *Business Logo on the back of event T-Shirts

2

Level 2: \$250

Level 1 Plus:

- *Business Name mentioned in 1/4 radio ads on 102.9 the HOG

1

Level 1: \$100

- *Business Name on event posters
- *Link to your business on our website
- *Wood burned sponsor plaque for you to keep

If your business is interested in sponsoring Wood & Wings, please mail this stub to:
West Allis Downtown • 7231 W Greenfield Avenue,
Suite 201 • West Allis, WI 53214

Business: _____

Contact: _____

Address: _____

Phone Number: _____

Email: _____

(Check All That Apply)

Yes! I would like to sponsor the West Allis Wood & Wings for \$ _____

Not this year, but keep my business in mind for next year

Total: \$ _____

Check Enclosed Invoice Me

Please make all checks payable to
Downtown West Allis Inc.
Sponsorship payments are due no later than
Friday, July 27th, 2018