

West Allis DOWNTOWN

2019 Event Sponsorship Proposal



***Mission:** To position West Allis Downtown as a tourist destination and support the growth of our small business community*

THAT'S WHY WEST ALLIS (DOWNTOWN)

With the unveiling of the City of West Allis' rebranding in October 2018, Downtown West Allis Inc. wants to help promote the brand and incorporate it into the city's biggest events. With phase two of Savage Solution's plan focusing on the Downtown and Farmer's Market, giving the brand a presence at the Downtown events will show our visitors and other West Allis businesses that the city believes in the Downtown and that the Downtown backs the city's rebranding efforts.



West Allis A La Carte Crowd, 2018

The West Allis A La Carte is the biggest non-fair park event in the city, on average bringing 11,000 visitors to the area. In 2018 our event impact study (see attached) indicated that 65% of our visitors are not from West Allis and 100% of attendees surveyed said they would return to West Allis Downtown on a non-event day. From our Wisconsin State Fair experience in 2018, we were able to talk to thousands of people from all over the Midwest about West Allis. There was a lot of conversation about the development happening in the city, the positive changes in the area, and road construction concerns. We distributed 2,500 coupon books to booth visitors encouraging them to return to West Allis and West Allis Downtown. The goal of our events and community outreach is to position West Allis as a tourist destination and excite people about the positive changes happening in the city.

WEST ALLIS A LA CARTE- SUNDAY. JUNE 2ND 2019

We are seeking sponsorship for our three entertainment tents. These areas are constantly busy and support other community organizations like the West Allis Christmas Parade and the Fairview Park Neighborhood Association. These tents are prominent in the festival foot print and the banners will create a welcoming feeling while pushing the "That's Why West Allis" Brand.

Tent Entertainment

Main Stage- 70th & Greenfield

Something to Do (Ska, Rock), Milwaukee Blues Rock Collective (Rock and Blues)

Beer Tent- 72nd & Greenfield

Eric Diamond (Neil Diamond Tribute), Marcell on the Keyboards (Oldies)

Wisconsin Craft Beer Tent

Sawdust Symphony (Bluegrass, Country), Derek Pritzl and the Gamble (Americana)

Branding Rights to a stage are \$2,000, but for the City of West Allis, we would do \$1,500 per stage. This funding covers the cost of the tent, tables, chairs, and entertainment. The tent would be branded with the That's Why West Allis banners that were printed for the unveiling. We will include the That's Why West Allis hashtag in all of our entertainment social media posts in addition to the benefits of a level 5 sponsorship (see attached).



Something To Do, 2018

WISCONSIN STATE FAIR- AUGUST 2019



This will be our organization's second year having a presence at the Wisconsin State Fair. We share a booth with Travel Wisconsin and one other Wisconsin Community. Last year, the city of West Allis partnered with the Downtown to cover the vendor fee and promotional item cost for our day at the fair. We are hoping we can partner again in 2019. The vendor fee is \$150. We are asking the City of West Allis Tourism Commission for \$75, plus \$175 for 2,500 West Allis Coupon Books. Downtown West Allis Inc. will pay the additional \$75 for the booth and \$175 for an additional 2,500 coupon books, totaling 5,000 books.

Downtown Staff at Wisconsin State Fair 2018



\$5 OFF

Purchase of \$15 or More

"Baking delicious since 1977"
Aggie's Bakery has been offering pastries, muffins, and award winning cakes for three generations. After moving to West Allis in 2012, Aggie's has added specialty coffee drinks and danish to their menu.

Hours
Monday- Friday: 7 AM to 6 PM
Saturday: 7 AM to 5 PM
Sunday: Closed

May 1, 2018- Dec 31, 2018

Coupon Cannot Be Combined With Other Offers
One Coupon Per Customer
Present This Coupon At Time Of Purchase

7328 W Greenfield Avenue
(414) 482-1288
www.aggiesbakery.com

FUNDING BREAK DOWN

Quantity	Item (2019: West Allis Downtown Sponsorships)	Cost	Sub-Total
3	A La Carte Entertainment Tents	\$1,500.00	\$4,500.00
1	Wisconsin State Fair Vendor Fee	\$ 75.00	\$ 75.00
1	2,500 West Allis Coupon Books	\$ 175.00	\$ 175.00
			TOTAL
			\$4,750.00