

OPTION A

MILWAUKEE HOLIDAY LIGHTS FESTIVAL JINGLE BUS

SPONSOR

SPONSORSHIP: \$20,000

All aboard! The Jingle Bus will continue to be a popular holiday tradition for locals and visitors alike. Milwaukee's favorite festive tour returns this winter for four weeks of merriment. Riders enjoy a cozy warming house with free holiday treats and giveaways throughout the season. Then, guests hop on the coach Jingle Bus for a 40-minute narrated tour, in English or Spanish, of downtown Milwaukee's lights, sites & sounds.

1. Official Jingle Bus Sponsor

- a. 40-minute guided tour of Downtown Milwaukee on a KB Excursions coach bus
- b. Runs during Holiday Lights Festival, December 5 - December 29
- c. Thursday-Sunday, 5:00-9:00 PM
- d. 16 total nights
- e. Holiday Lights Kickoff Extravaganza featuring complimentary Jingle Bus rides

2. Premiere Logo Placement

- a. On landing site for ticket purchasing
- b. On Holiday Lights signage at Cathedral Square Park, Pere Marquette Park and Zeidler Union Square (*100,000+ visitors*)
- c. On MilwaukeeHolidayLights.com (*88,000+ sessions*)
- d. In Milwaukee Holiday Lights Guide (*17,500 printed, mailed and widely distributed*)

3. Verbal Recognition

- a. During Jingle Bus in person tours, hosted in both English and Spanish (*2023: 6,000+ riders*)
- b. Presenting Sponsor Recognition on radio spots, and email marketing campaign (*\$12,000 value*)

4. Social Media Recognition (*120,000+ followers, 2023: 970,000+ Impressions Generated*)

- a. Minimum of 5 Facebook posts promoting the Jingle Bus and tagging company
- b. Minimum of 5 tweets promoting the Jingle Bus and tagging company
- c. Minimum of 5 Instagram stories promoting the Jingle Bus and tagging company

5. Video Inclusion

- a. Logo recognition in Jingle Bus promotional video, to be deployed across platforms

6. Additional Benefits

- a. May be tax-deductible

OPTION B

SANTA'S CHRISTMAS CAVALCADE

SPONSORSHIP: \$5,000

We are looking forward to the return of Santa's Christmas Cavalcade! Pick your favorite spot to see Santa and Mrs. Claus on a festively decorated vintage fire truck as they make their way through the Historic Third Ward and Downtown Milwaukee. Now in its fifth year of activation, Santa's Christmas Cavalcade has become a favorite Milwaukee Holiday Lights Festival tradition!

1. Premiere Logo Placement

- a. On exterior of Historic Third Ward fire truck
- b. On Holiday Lights signage at Cathedral Square Park, Pere Marquette Park and Zeidler Union Square (*100,000+ visitors*)
- c. On MilwaukeeHolidayLights.com (*88,000+ sessions*)
- d. In Milwaukee Holiday Lights Guide (*17,500 printed, mailed and widely distributed*)
- e. In press releases and email campaigns prior to the event

2. Verbal Recognition

- a. During Santa's Christmas Cavalcade, seen in and around downtown at 4 different decorated parks.
- b. Announcements from local artist, Sarah Fierick, between Holiday tunes from the fire truck's sound system

MILWAUKEE HOLIDAY LIGHTS FESTIVAL COCOA AND COOKIES AT THE KICKOFF EXTRAVAGANZA

SPONSORSHIP: \$5,000

Returning once again for the 26th year, Milwaukee Downtown will host a stunning, live show to kick off the season. This free, vibrant and inclusive community gathering has become an annual tradition for Milwaukeeans, both the young and the young-at-heart. This sponsorship opportunity will host the hot cocoa and cookies tent with opportunities for branded giveaways and collateral along with an on-site presence. Last year, this event shattered records with 5,000+ in-person attendees and 87,969 viewers live-streaming the event. The 2024 Kick-Off Extravaganza will once again be filmed in partnership with WISN 12 local performing artists, dancers, and more.

1. Premiere Logo Placement

- a. On Holiday Lights signage at Pere Marquette Park for Kickoff event (*100,000+ visitors*)
- b. On stage at kickoff event
- c. On MilwaukeeHolidayLights.com (*88,000+ sessions*)
- d. In Milwaukee Holiday Lights Guide (*17,500 printed, mailed and widely distributed*)

2. Verbal Recognition

- a. Sponsor Recognition on radio spots and email marketing campaign (*\$12,000 value*)
- b. Sponsor recognition on-stage at kickoff event

3. **Social Media Recognition** (*120,000+ followers, 2023: 970,000+ Impressions Generated*)
 - a. Minimum of 2 Facebook posts promoting the Kickoff and tagging Verizon
 - b. Minimum of 2 tweets promoting the Kickoff and tagging Verizon
 - c. Minimum of 2 Instagram stories promoting the Kickoff and tagging Verizon
4. **Additional Benefits**
 - a. Opportunity for company-branded giveaway and collateral on-site (2023: 5,000+ attendees)
 - b. Milwaukee Downtown will provide tables & tent, on-site signage, support staff to giveaway, and order supplies
 - c. May be tax-deductible
 - d. May be tax-deductible

*Sponsor recognition in print collateral is based upon commits made prior to **October 24**. Sponsor commitments made after this date will still be included in website, social media, press releases, email campaigns, and other ongoing promotions.*