SPONSORSHIP OPPORTUNITIES

The Big Event

CELEBRATING THE ARTS

August 21, 2021 5:30 PM

Sharon Lynne
Wilson Center
for the Arts

3270 Mitchell Park Drive | Brookfield, WI 53045 | Wilson.Center.com
Table of Contents

The Big Event Overview .................................................................................................................................... 2
Sponsor Benefits at a Glance ............................................................................................................................ 3
Be a Part of this Premier, All-Inclusive Arts Fundraising Event ........................................................................ 4
Marketing Opportunities Available Through Sponsorship ............................................................................... 5
Wilson Center Contacts .................................................................................................................................... 6
The Big Event Overview

A shared commitment to the power of the arts and start of our 20th anniversary season will be celebrated on Saturday, August 21, 2021, at The Big Event. This premier fundraising event provides an exciting evening complete with dinner, dancing, and first-class entertainment. It is also the major channel through which the Sharon Lynne Wilson Center for the Arts raises funds for its mission to be the catalyst for lifelong discovery and exploration of the arts.

Partnering with the Wilson Center as a sponsor of The Big Event ensures that high-quality, diverse arts and arts education and entertainment opportunities continue to be accessible to the community. As a sponsor, you will be in good company alongside Milwaukee’s top community and business leaders. This is the event you don’t want to miss!

Baird and Mary Ellen & Scott Stanek will be honored with the 16th annual EDDY Award at The Big Event. Endowed by Wilson Center supporters Murph and John Burke, the EDDY is presented annually by the Wilson Center’s Bridge Committee to an arts organization, corporation, or individual(s) whose philanthropic commitment to regional collaboration has created a higher standard of excellence in arts and education. In presenting the 2021 EDDY Award, the Wilson Center will celebrate Baird and the Stanek’s commitment to the Milwaukee arts and culture community through their support of many local institutions and causes.


The 2021 Big Event will mark the sixth year for the presentation of the Educational Excellence Award, which recognizes organizational achievement of a nonprofit that exemplifies collaboration in the arts. For their commitment to bringing the art of film to classrooms, our community, and the next generation, the Wilson Center Bridge Committee has selected Milwaukee Film as the recipient of this award.
## Sponsor Benefits at a Glance

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Presenting Sponsor</th>
<th>Box Seat Sponsor</th>
<th>Red Carpet Reception &amp; Wrap Party Sponsor</th>
<th>Bar Sponsor</th>
<th>Premier Sponsor</th>
<th>Preferred Sponsor</th>
<th>Supporting Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000 SOLD!</td>
<td>$7,500</td>
<td>$5,500</td>
<td>$3,500</td>
<td>$1,500</td>
</tr>
<tr>
<td># of Tickets</td>
<td>20</td>
<td>18</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Cocktail service during performance</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-stage curtain speech recognition</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Program book listing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on Wilson Center website</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Listing</td>
<td>Listing</td>
</tr>
<tr>
<td>Recognition on event print materials**</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Listing</td>
<td>Listing</td>
</tr>
<tr>
<td>Recognition on front desk monitor</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Listing</td>
<td></td>
</tr>
<tr>
<td>Program book ad</td>
<td>Full Page Color, Interior Back Cover</td>
<td>Full Page Color</td>
<td>Full Page Color</td>
<td>Half Page Color</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Logo recognition subject to USPS regulations for save the date postcard.
Be a part of this premier, all-inclusive fundraising event!

As a sponsor, you and your guests will enjoy an all-inclusive evening:

- **Red Carpet Reception** featuring a variety of food stations, delicious hand-passed hors d’oeuvres, open top-shelf bar, and premier live entertainment
- The EDDY Award Presentation honoring **Baird and Mary Ellen & Scott Stanek**
- The Educational Excellence Award Presentation honoring **Milwaukee Film**
- Exciting **Live Auction** items with one-of-a-kind experiences
- **Wrap Party** with live music and dancing, late-night savory food, desserts, open bar, and more!
Marketing Opportunities Available Through Sponsorship

We value our relationship with you, and will serve as good stewards of your generous support. We are committed to delivering valuable benefits and a positive partnership experience to each Wilson Center sponsor. Potential marketing opportunities vary, depending upon type and level of sponsorship. Marketing opportunities include:

**Direct Mail: 3,500 Potential Impressions**

- **3,500 Impressions:** Recognition on the invitation distributed via mail and/or email throughout Waukesha and Greater Milwaukee Counties (*estimated print deadline: June 15, 2021*)

**Internet/Email Marketing: 61,200 Potential Impressions**

- **11,200 Impressions:** Recognition on Wilson Center website at wilson-center.com/the-big-event (average 2,800 unique visitors/January-August 2021)
- **50,000 Impressions:** Recognition in a minimum of two Wilson Center “This Week at the Wilson Center” e-newsletters and in social media shout-outs leading up to the Big Event.

**Day-Of/Post-Event Materials: 600 Potential Impressions**

Recognition in the Big Event Program (some sponsorships also include a full-page program ad; *estimated print deadline August 3, 2021*)

- Recognition on day-of event signage
- During The Big Event, sponsors will receive logo recognition on the ongoing PowerPoint presentation that is displayed on a monitor screen at the front entrance
- Post-event thank-you email sent to all attendees within 24 hours of The Big Event

**Media Coverage:**

Recognition in all pre- and post-event press releases

*Under the IRS disclosure requirements, the amount of your contribution that is deductible for federal income tax purposes is limited to the excess of the cost of your event ticket over the value of goods and services received. Donation less $200 per ticket is tax-deductible.

**subject to advertisement space cost and availability
Wilson Center Contacts

VINCE VOGELSANG, GENERAL MANAGER
(414) 405-3059
v vogelsang@wilson-center.com

SUSIE REED
(414) 943-0847
s reed@wilson-center.com

3270 Mitchell Park Drive
Brookfield, WI 53045
www.wilson-center.com