

# MIDWEST SUNSPLASH FESTIVAL 2017

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June 17, 2017

Main Street, Menasha, Wisconsin

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to Benefit

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In our 5<sup>th</sup> year, Midwest Sunsplash is coming to our hometown, Menasha to partner with Youth Go to host a day to bring diverse people to the downtown to build awareness for the community and raise funds for the organization. We are adding to the festival's tradition as a summer music celebration, to focus on building an event that invites people from all corners of our community to have fun together in the sun. We envision:

- Main Street Menasha alive with people from all aspects of our community.
- A colorful and well organized urban street fair filled with music, dance, art and carefree fun
- People sharing their life stories and meeting each other on a Diversity Walk/Run/Ride to celebrate the trail that joins our communities in a seamless path
- A humorous competitive bed race between teams of 4 people pushing their "Queen" on a bed down the middle of Main Street while the crowds cheer.
- Diverse original music from around the Midwest that brings joy and unity while sharing culture and verse from 2 stages between Racine and Milwaukee Streets
- Indoor and outdoor spaces downtown Menasha filled with the artistic visual images, storytelling and original creations
- A gathering at community-style picnic tables sharing food and drink and fun bringing people together

The organizing company, Tui Productions is a Menasha-based music and entertainment management company that started Midwest Sunsplash in 2012. It is owned by Pita Katobalavu, the founder and lead singer of Unity the Band. His partner, Kay Halbrook, has 25 years' experience in marketing, public relations and event planning working with the Fox Cities Convention and Visitors Bureau, The Door County Chamber of Commerce and many other organizations. She is the Vice President of Telmark Sales Solutions. Together they have used the Midwest Sunsplash event for the past 5 years to bring awareness to diversity and raise money for non-profit organizations around Wisconsin. This year, they are partnering with Youth Go to raise money to support that organizations work to help our community's youth and young adults.

There are many opportunities to get involved with the Festival:

- **Event Sponsors:** Consider sponsoring in a way that fits your business! We have opportunities that fit businesses of all sizes!
- **Band Sponsors:** Can you sponsor an act, or refer a company you do business with to us?
- Buy an ad or coupon space on the food and drink tickets
- Place an Ad on the event web site and social media placements
- Participate the day of the event
  - Sponsor (and be part of!) a Bed Race Team
  - Set up a vendor booth to highlight your business
  - Judge or participate in the art show
  - Host a special activity or event inside your business

## MIDWEST SUNSPASH FESTIVAL 2017 SPONSORSHIP OPPORTUNITIES

### Midwest Sunsplash Title Sponsor

### Minimum \$5000 level

Primary sponsorship partner, featured along with Youth Go at the highest level of visibility with primary placement on all marketing and event materials. This includes:

- Social Media with more than 20,000 Facebook friends, along with Instagram and Twitter leading to event. Ongoing mention at title level in placements.
- Signage leading up to and at the event, including street banner, stage signage and posters
- Mention as primary sponsor in all media releases sent state-wide and locally
- Logo and/or mentions in print and radio advertisements
- Logo as leading element on midwestsunsplash.com with links to your website
- Logo on event clothing

### CommUNITY Level Sponsors

### \$2500

Major sponsorship partner, featured with high level of visibility on all marketing and event materials. Choose to sponsor a Music or Art stage, the Bed Race, or the Diversity Walk/Run/Ride. This includes:

- Social Media with more than 20,000 Facebook friends, along with Instagram and Twitter leading to event. Mentions rotated heavily throughout promotional period leading to event.
- Signage leading up to and at the event, with primary focus at the place or sub-event sponsored
- Mention as sponsor in media releases sent state-wide and locally regarding the sponsored event
- Logo and/or mentions in print and radio advertisements
- Logo on midwestsunsplash.com with links to your website

### Harmony Level Sponsors

### Levels at \$500, \$1000, \$1500

Sponsor of Band or Entertainment Act

- Social Media with more than 20,000 Facebook friends, along with Instagram and Twitter leading to event. Mentions along with the band or act during the promotional period leading to event.
- Stage and Poster signage leading up to and at the event in association with the sponsored act
- Mention as act sponsor in all media releases sent state-wide and locally and the day of the event
- Logo on midwestsunsplash.com as sponsor of act

### Friendship Level Sponsors

### Levels at \$150, \$250, \$350

Advertising and Listing Level

- Social Media with more than 20,000 Facebook friends, along with Instagram and Twitter leading to event. Mentions along with the band or act during the promotional period leading to event.
- Ad, coupon or listing on the Food/Drink Ticket sheet used at the event
- Logo on sponsorship sign at the event
- Listing on midwestsunsplash.com as event sponsor