



2019

Black Tie & Blue Jean Extravaganza Available Sponsorship Levels

	Price	Sponsor	Major Media Promotions	Logo on WIXX.com	Recognition at the event	Recognition in the Invitation	Corporate Table with Signage	Seat Reservations at the Event
Presenting Sponsors (One or more)	\$10,000.00		X	X	X	X	X	10
Diamond Sponsorship Level (Multiple)	\$7,500.00		X	X	X	X	X	8
Platinum Sponsorship Level (Multiple)	\$6,000.00			X	X	X	X	8
Gold Sponsorship Level (Multiple)	\$5,000.00				X	X	X	8
Silver Sponsorship Level (Multiple)	\$4,000.00				X	X	shared table	6
Bronze Sponsorship Level (Multiple)	\$3,000.00				X	X	shared table	4
Event Coordination Sponsor	In Kind	sash&bow			X	X	X	8
Media (Radio) Partnership	In Kind (\$40,000)				X	X	X	8
Media (Magazine) Partnership	In Kind (\$5000)				X	X	shared table	4
Video Production Sponsor	In Kind (\$9000)				X	X	X	8
Table Sponsors****	\$2,000.00	(Listed Below)					X	8

For more information about this event go to www.blacktiebluejean.com

Major Media (Radio) Promotion Details

Presenting Sponsor Media Promotion (Marketing Value \$29, 650):

Major Media Promotion on WIXX/WTAQ/The Drive 99.7/94.3 including:

*Identification as the Presenting Sponsor in 60 recorded promotional public service announcements promoting the event per station. The announcements have a total retail marketing value of \$22,200.00 and will be heard by 138,400 adults over the age of 25 in the Northeast Wisconsin television DMA.

*Identification as the Presenting Sponsor in 60 recorded promotional announcements on the WIXX, WTAQ and The Drive internet radio stream broadcasts reaching over 58,000 unique users monthly. Retail marketing value of \$1,800.00

*Your logo and sponsor identification featured on a custom special event landing page on WIXX.com, WTAQ.com and WYDRthedrive.com. Together, these websites average over 171,000 unique users per month with an average of 1.3 million page view per month. The marketing value of this internet presence is \$3,500.00 for the month long run.

*Mention on the air as the Presenting Sponsor of this event during all live publicity interviews on WIXX, WTAQ and The DriveFM. Minimum of three title mentions per interview with a retail marketing value of \$1,050.00 per interview.

Diamond Sponsorship Media Promotion (Marketing Value \$13,400):

*Name identification as one of the major sponsors in 30 recorded promotional public service announcements promoting the event per station. The announcements have a total retail marketing value of \$9,000.00 and will be heard by 114,700 adults over the age of 25 in the Northeast Wisconsin television DMA.

*Identification as one of the major sponsors in 30 recorded promotional announcements on the WIXX, WTAQ and The Drive internet radio stream broadcasts reaching over 58,000 unique users monthly. Retail marketing value of \$900.00

*Your logo and sponsor identification featured on a special event landing page on WIXX.com and WTAQ.com. Together, these websites average over 171,000 unique users per month with an average of 1.3 million page views per month. The marketing value of this internet presence is \$3,500.00 for the month long run.

Additional Table Sponsorships / Donation Opportunities

****Black Tie and Blue Jean Table Sponsors \$2,000/table; includes 8 seats at one table with table signage

- 1) Jody & Patti Arendt 26)
- 2) 27)
- 3) 28)
- 4) 29)
- 5) 30)
- 6) 31)
- 7) 32)
- 8) 33)
- 9) 34)
- 10) 35)
- 11) 36)
- 12) 37)
- 13) 38)
- 14) 39)
- 15) 40)
- 16) 41)
- 17) 42)
- 18) 43)
- 19) 44)
- 20) 45)
- 21) 46)
- 22) 47)
- 23) 48)

24)

25)

Sponsorship Cash Donations

1)

2)

3)

4)

5)

6)

7)

8)

9)

10)

11)

12)

13)

14)

49)

50)

Raffle Donations

1) Rummele's Jewelry Raffle Item - TBD

2) Men's Raffle package - Priceless

3)