



27TH ANNIVERSARY

# GATHERING *on the* GREEN

SPONSORSHIP

JULY 12-13, 2024 :: [GATHERINGONTHEGREEN.ORG](http://GATHERINGONTHEGREEN.ORG)





## 27TH ANNIVERSARY SPONSORSHIP

### :: THE FESTIVAL

The Gathering on the Green Music Festival is a two-day music festival featuring world-class entertainment. Set in Mequon's scenic Rotary Park, the festival offers local food trucks, and beverages while gazing at the summer stars.

### :: WHO WE ARE

Gathering on the Green is a non-profit organization of residents and businesses dedicated to celebrating our community and creating lasting tradition.

### :: WHY IT MATTERS

Gathering on the Green Music Festival is designed to provide a pathway to mental health resources through live music. drive tourism, economic impact to Mequon. and to provide our community with access to world-class talent.

### :: SHOWCASE YOUR BRAND

With 10,000+ annual attendees, national and local exposure, and 20+ years of tradition, Gathering on the Green provides a unique activation opportunity to raise awareness for brands, causes, and organizations.

# INTRODUCTION

Welcome to Mequon's single largest outdoor entertainment event – the Gathering on the Green Music Festival. The goal of our festival is incredibly simple – to **move mental health forward through music**. To do this, we are going to bring top selling artists to Mequon, for the enjoyment of both residents of our community and visitors, alike.

We can't bring artists like Pat Benatar, Kenny Loggins or Cheap Trick to Rotary Park without dedicated concertgoers, supporters and business owners – and that is exactly where our goal to bring world class musical acts to Ozaukee County begins – with the development of a strong, continuous partnership with you and your business.

You're reading this because you're invested in our community and we know that we can elevate and augment your brand.

Thank you for your consideration – we're looking forward to another amazing

## Gathering on the Green *Board of Directors*

Chris Doughty

David Gaskin

Greg Heitz

Jim Lysaught

Peggy Marshall

Al McIlwraith

Dr. Julie Melbinger-Wagner

Melissa Shneyder

Greg Sommersberger



## QUICK FACTS

Over **20,000** attendees during our Summer Music Festival

**80%** of our primary audience is from Mequon-Thiensville, Bayside, Whitefish Bay, Shorewood, Cedarburg & Grafton

Aged between **35-65**

**75%** of Total Audience are Returning Attendees

All proceeds go back to our community to support local events and initiatives for the public good.

**JULY** 2024  
**12-13**

   
**#gatheringonthegreen**



# A LOOK BACK GATHERING ON THE GREEN

:: 2023

**ANN WILSON OF HEART  
WITH STARSHIP**



:: 2022

**38 SPECIAL & NIGHT  
RANGER**



:: 2020

**CHEAP TRICK**



:: 2019

**PAT BENATAR**



:: 2018

**DENNIS DEYOUNG &  
LOU GRAMM**



:: 2017

**KENNY LOGGINS**





# GATHERING *on the* GREEN

**SUMMER MUSIC FESTIVAL**

**ROTARY PARK**

**MEQUON - WI**



**FRIDAY • JULY 12**

THE FABULOUS  
**THUNDERBIRDS**



**SATURDAY • JULY 13**

**BEATLES VS STONES**  
A MUSICAL SHOWDOWN



**TICKETS ON SALE**

**FRIDAY • DECEMBER • 15**

**GATHERINGONTHEGREEN.ORG**

  
NEWCASTLE PLACE

501(C)(3): 39-1833256



**MOVING  
MENTAL HEALTH  
FORWARD  
THROUGH MUSIC**



# TITLE SPONSOR

As a Title Sponsor of the Gathering on the Green Music Festival, your brand will receive prominent visibility throughout the event. Your logo will be prominently displayed on our center stage, ensuring maximum exposure to thousands of attendees. This is an incredible chance to forge valuable connections and cultivate meaningful partnerships that can drive your business forward.

## TITLE SPONSOR BENEFITS

**EXCLUSIVE SIGNAGE:** Banner placed on stage during Main Event

**LIVE RECOGNITION:** Three Live Shoutouts from stage each night during performances

**PROGRAM BOOK:**

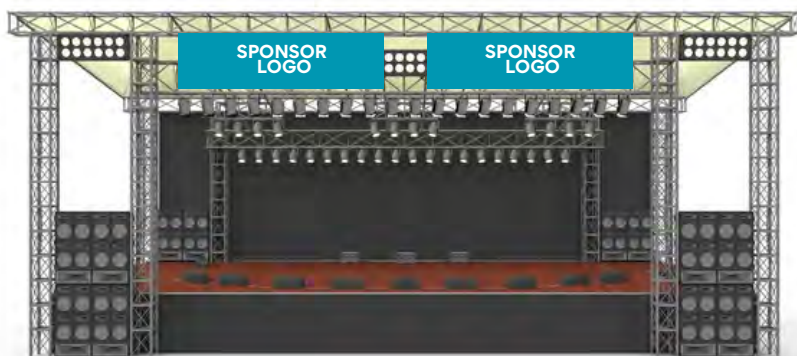
- Name on front cover "Presented By"
- Full Page Advertisement in the 2024 Early Edition Book (*Deadline: April 1st*)
  - 1,000 Early Edition copies distributed to area businesses prior to May (Distribution date could be earlier based on contracts with 2024 artists)
  - 2,500 copies distributed to guests at Main Event

**SOCIAL MEDIA POST:** 10 Social Media Posts

- Facebook Reach: 20,000/monthly
- Instagram Reach: 15,000/monthly

**PRINT MEDIA:** 1,500 Posters, 20 Large Outdoor Banners

**RADIO ADVERTISING:** 200 Paid Radio Advertisements



**\$20,000 / 1 Remaining**

# GUITAR ALLEY SPONSOR

By sponsoring Guitar Alley, you will have the opportunity to be associated with Guitars4Vets, an incredible non-profit organization that provides veterans with guitars and guitar lessons. In Guitar Alley, your brand will be showcased alongside a bar, Gathering on the Green silent auction, and an exclusive Guitar4Vets merchandise tent. Additionally, as a sponsor, you will receive 12 reserved seats for both nights in our main audience.

## GUITAR ALLEY SPONSOR BENEFITS

**EXCLUSIVE SIGNAGE:** Banner placed in Guitar Alley

**PROGRAM BOOK:**

- Full Page Advertisement in the 2024 Early Edition Book (*Deadline: April 1st*)
  - 1,000 Early Edition copies distributed to area businesses prior to May (Distribution date could be earlier based on contracts with 2024 artists)
  - 2,500 copies distributed to guests at Main Event

**SOCIAL MEDIA POST:** 1 Social Media Posts

- Facebook Reach: 20,000/monthly
- Instagram Reach: 15,000/monthly

**VIDEO:** 30-second promotional video played on loop on July 12-13, 2024

**TICKETS:** 12 Reserved Seats in Main Audience Area for July 12 and July 13



\$12,500 / 1 Available

# PARKING SPONSOR

By becoming a parking sponsor, your company will not only gain valuable exposure but also contribute towards creating an inclusive and enjoyable experience for attendees. Your sponsorship will directly support our efforts to reduce parking fees and ensure that families can attend without financial strain.

## PARKING SPONSOR BENEFITS

**EXCLUSIVE SIGNAGE:** Sponsor logo will be placed at the west and east parking lot entrances  
**PROGRAM BOOK:**

- Full Page Advertisement in the 2024 Pre-Program Book (Deadline: April 1st)
  - 1,000 Early Edition copies distributed to area businesses prior to May (Distribution date could be earlier based on contracts with 2024 artists)
  - 2,500 copies distributed to guests at Main Event

**SOCIAL MEDIA POST:** 3 Social Media Highlights

- Facebook Reach: 20,000/monthly
- Instagram Reach: 15,000/monthly

**VIDEO:** 30-second promotional video played on loop on July 12-13, 2024

**PRESS/EMAIL RELEASE:** Personalized press release and email marketing campaign

### SAMPLE PRESS/EMAIL RELEASE STATEMENT

## THANK YOU COMPANY!

"Thanks to the support of [company], we are excited to extend significantly lower parking prices for the community"



**\$10,000** / 1 Available



# MOTORCYCLE PARKING SPONSOR

Rev up your brand's visibility! Gathering on the Green 2024 Music Festival is searching for an exclusive motorcycle parking sponsor. Imagine having your brand showcased to thousands of passionate motorcycle enthusiasts as they enjoy a weekend of unforgettable music and entertainment.

## MOTORCYCLE SPONSOR BENEFITS

**EXCLUSIVE SIGNAGE:** Sponsor logo will be placed at the motorcycle parking lot

### TICKETS:

- 4 Reserved Seats for Friday, July 12 & Saturday, July 13
- 50 General Admission for Friday, July 12th
- 50 General Admission for Saturday, July 13th

### PROGRAM BOOK:

- Half Page Advertisement in the 2023 Pre-Program Book (Deadline: April. 1st)
  - 1,000 Early Edition copies distributed to area businesses prior to May (Distribution date could be earlier based on contracts with 2023 artists)
  - 2,500 copies distributed to guests at Main Event

### SOCIAL MEDIA POST: 3 Social Media Highlights

- Facebook Reach: 20,000/monthly
- Instagram Reach: 15,000/monthly

**VIDEO:** 30-second promotional video played on loop on July 12-13, 2024

**PRESS/EMAIL RELEASE:** Personalized press release and email marketing campaign

## SAMPLE PRESS/EMAIL RELEASE STATEMENT

### THANK YOU COMPANY!

"Thanks to the support of [company], we are excited to extend free motorcycle parking for the community"

## THANKS TO



Sponsor Logo

WE ARE EXCITED TO  
OFFER FREE MOTORCYCLE  
PARKING

**\$5,000** / 2 Available

**JULY** 2024  
**12-13**

   
**#gatheringonthegreen**

# CRAFT BEER SPONSOR

Stand out and be the exclusive craft beer sponsor at the Gathering on the Green 2024 Summer Music Festival! You will receive a dedicated branded beverage station in the middle of the 2024 Summer Music Festival. Additionally, we're offering you an exclusive 20x20 retail space for sampling and promotional activities.

## CRAFT BEER SPONSOR BENEFITS

**EXCLUSIVE BEVERAGE STATION:** Beverage station exclusively serving sponsor craft beer. Sponsor logo will be placed prominently on beverage station.

**RETAIL SPACE:** Exclusive 20x20 retail space for sponsor to sample beer and to offer promotional activities. Must be staffed with sponsor representatives.

### TICKETS:

- 4 Reserved Seats for Friday, July 12 & Saturday, July 13
- 50 General Admission for Friday, July 12th
- 50 General Admission for Saturday, July 13th

### PROGRAM BOOK:

- Full Page Advertisement in the 2023 Pre-Program Book (Deadline: April 1st)
  - 1,000 Early Edition copies distributed to area businesses prior to May (Distribution date could be earlier based on contracts with 2023 artists)
  - 2,500 copies distributed to guests at Main Event

### SOCIAL MEDIA POST: 3 Social Media Highlights

- Facebook Reach: 20,000/monthly
- Instagram Reach: 15,000/monthly

**VIDEO:** 30-second promotional video played on loop on July 12-13, 2024



**\$10,000 / 1 Available**

**JULY**  
**12-13**  
**2024**

   
**#gatheringonthegreen**



# SELTZER SPONSOR

Become our exclusive seltzer sponsor for the Gathering on the Green 2024 Summer Music Festival, you'll get prime exposure and an exclusive 20x20 retail spot for sampling and promotional activities. Don't miss this chance to make a splash at one of the most anticipated events of 2024.

## SELTZER SPONSOR BENEFITS

**EXCLUSIVE BEVERAGE STATION:** Beverage station exclusively serving sponsor seltzer. Sponsor logo will be placed prominently on beverage station.

**RETAIL SPACE:** Exclusive 20x20 retail space for sponsor to sample seltzer and to offer promotional activities. Must be staffed with sponsor representatives.

**TICKETS:**

- 4 Reserved Seats for Friday, July 12 & Saturday, July 13
- 50 General Admission for Friday, July 12th
- 50 General Admission for Saturday, July 13th

**PROGRAM BOOK:**

- Full Page Advertisement in the 2023 Pre-Program Book (Deadline: April. 1st)
  - 1,000 Early Edition copies distributed to area businesses prior to May (Distribution date could be earlier based on contracts with 2023 artists)
  - 2,500 copies distributed to guests at Main Event

**SOCIAL MEDIA POST:** 3 Social Media Highlights

- Facebook Reach: 20,000/monthly
- Instagram Reach: 15,000/monthly

**VIDEO:** 30-second promotional video played on loop on July 12-13, 2024



**\$10,000 / 1 Available**

# COMMERCIAL BEER & WINE SPONSOR

Gathering on the Green is a massive summer music festival that attracts thousands of music lovers from all over the country. As the official beer and wine sponsor, your brand will have exclusive visibility and reach a highly engaged audience.

## COMMERCIAL BEER/WINE SPONSOR BENEFITS

**BEVERAGE STATION:** Main beverage station will serve sponsor beer and wine. Sponsor logo will be placed prominently on beverage station.

**RETAIL SPACE:** Exclusive 20x20 retail space for sponsor to sample beer and wine and to offer promotional activities. Must be staffed with sponsor representatives.

**TICKETS:**

- 4 Reserved Seats for Friday, July 12 & Saturday, July 13
- 50 General Admission for Friday, July 12th
- 50 General Admission for Saturday, July 13th

**PROGRAM BOOK:**

- Full Page Advertisement in the 2023 Pre-Program Book (Deadline: April. 1st)
  - 1,000 Early Edition copies distributed to area businesses prior to May (Distribution date could be earlier based on contracts with 2023 artists)
  - 2,500 copies distributed to guests at Main Event

**SOCIAL MEDIA POST:** 3 Social Media Highlights

- Facebook Reach: 20,000/monthly
- Instagram Reach: 15,000/monthly

**VIDEO:** 30-second promotional video played on loop on July 12-13, 2024



**\$10,000 / 1 Available**



# NON-ALCOHOLIC BEVERAGE SPONSOR

Gathering on the Green, the much-anticipated family-friendly event, is back! As the non-alcoholic sponsor, your brand will have a prime opportunity to showcase its refreshing beverages to a captive audience of music enthusiasts.

## NON-ALCOHOLIC SPONSOR BENEFITS

**BEVERAGE STATION:** Main beverage station exclusively serving sponsor non-alcoholic beverages. Sponsor logo will be placed prominently on beverage station.

**RETAIL SPACE:** Exclusive 20x20 retail space for sponsor to sample beverages and to offer promotional activities. Must be staffed with sponsor representatives.

### TICKETS:

- 4 Reserved Seats for Friday, July 12 & Saturday, July 13
- 50 General Admission for Friday, July 12th
- 50 General Admission for Saturday, July 13th

### PROGRAM BOOK:

- Full Page Advertisement in the 2023 Pre-Program Book (Deadline: April. 1st)
  - 1,000 Early Edition copies distributed to area businesses prior to May (Distribution date could be earlier based on contracts with 2023 artists)
  - 2,500 copies distributed to guests at Main Event

### SOCIAL MEDIA POST: 3 Social Media Highlights

- Facebook Reach: 20,000/monthly
- Instagram Reach: 15,000/monthly

**VIDEO:** 30-second promotional video played on loop on July 12-13, 2024

**\$10,000** / 1 Available

**OFFICIAL  
SODA  
SPONSOR  
OF  
GATHERING  
on the GREEN**



# HOST A PARTY!

Hosting a corporate party, class reunion, or birthday bash? Our entertainment tents are the perfect solution to make your event unforgettable. With a spacious and vibrant setting, you and your guests will have the time of your lives while enjoying all the excitement happening around.

## VIP VILLAGE

## Exclusive Benefits!

- **Networking:** Meet leaders and decision makers in your community
- **Food and Beverage:** included for guests
- **Branded Signage:** Company's logo will be presented on flag banners, food/beverage stations, and at side stage
- **Tickets:** 40 VIP Village Tickets and 20 VIP Parking Passes
- Industry exclusivity for your business

\$10,000 / 4 Available

PRIVATE TENT & PARTY SPACE	20X20	20X30	20X40
<b>▶ PRE-EVENT</b>			
SOCIAL MEDIA PROMOS	1	2	3
WEBSITE PRESENCE	✓	✓	✓
<b>▶ ON-SITE</b>			
PROGRAM BOOK	1/4 PAGE	1/2 PAGE	FULL PAGE
:30 VIDEO		✓	✓
TICKETS	40	50	80
PARKING PASSES	10	15	40
AVAILABILITY	2	4	4
<b>ONE NIGHT</b>	<b>\$2000</b>	<b>\$3000</b>	<b>\$5000</b>
<b>TWO NIGHTS</b>	<b>\$3000</b>	<b>\$5000</b>	<b>\$7000</b>

Note: Deposit of \$500 required.  
Additional general admission tickets available in blocks of 10 at \$300



# 2024 OPPORTUNITIES

## :: COOLING STATION SPONSOR

\$2,500 / 1 Available

- Sponsor logo on signage for Gathering on the Green beverage stations
- Sponsor will receive exclusive social media promotional post
- Logo & link on website

## :: GOLF CART SPONSOR

\$2,500 / 1 Available

- Sponsor logo on Gathering on the Green Golf Carts for all 8 days of set up, the events and tear down
- Sponsor will receive exclusive social media promotional post
- Logo & link on website

## :: VOLUNTEER SHIRT SPONSOR

\$2,500 / 1 Available

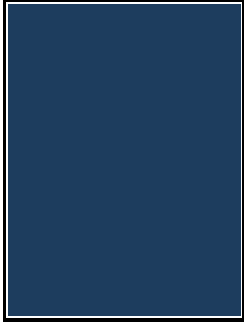
- Sponsor logo will be prominently placed on the back of 300 Volunteer T-Shirts
- Sponsor will receive exclusive social media promotional post
- Logo & link on website

## :: "GOTTA GO" SPONSOR

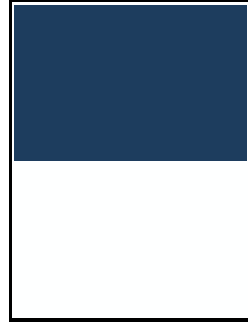
\$2,500 / 1 Available

- Sponsor logo on signage at restrooms, porta potties, sanitation areas
- Sponsor will receive exclusive social media promotional post
- Logo & link on website

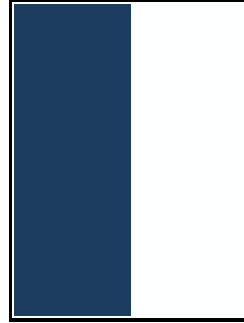
# 2024 PROGRAM BOOK



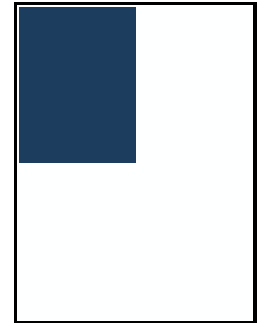
**Full Page**  
(8.5x11)



**1/2 Horizontal**  
(8.5x4.75)



**1/2 Vertical**  
(3.5x11)



**1/4 Page**  
(3.5x4.75)

**:: BACK COVER**

\$2,500 / 1 Available (8.5x11)

**:: INSIDE FRONT COVER**

\$2,500 / 1 Available (8.5x11)

**:: INSIDE BACK COVER**

\$1,800 / 1 Available (8.5x11)

**:: FULL PAGE**

\$1,500 (8.5x11)

**:: 1/2 PAGE**

\$900 (3.5x11) or (8.5x4.75)

**:: 1/4 PAGE**

\$500 (3.5x4.75)

**Formats Accepted: .PNG**

**Deadline: TBD**

*\*FULL PAGE ADS must extend, or "bleed", at least .125" (1/8") past trim line (ad dimensions including bleed line should be at least 8.5" x 11.125"). To ensure that important text and/or images are not unintentionally cropped off during printing process, please stay within the safe area, which is .5" inside trim line on all sides.*