

Dear Business Owner:

We are planning the 13th annual Wheels on Main Car Show. Wheels has quickly become an extremely popular event.

from 75 cars the first year expanding to hold almost 400 vehicles, this year we will have the whole Washington County Fair grounds to fill with an estimate of 800 plus cars and over 6,000 people.

Wheels On Main will be held Sunday September 3rd. Vehicle registration will begin at 7 am to 10 am and the grounds will open to spectators at 9 am to 4 pm. We will once again feature over 20 categories of cars, live entertainment, food activities and, new this year, a crafter & vendor fair. Car shows are a popular summertime activity in Wisconsin and across the Midwest. We are getting ready to welcome car enthusiasts and their families to West Bend for a full day of fun.

We have several sponsorship opportunities available. Each one includes several ways to put your business’s name out in front of a huge crowd.

***Live Entertainment:***

During the show we will have a DJ performing MC duties and playing music for the crowds, as well as smaller bands and some acoustic acts playing at various locations. By sponsoring the live entertainment, your company name will be.

announced by each of these entertainers, during the awards ceremony and included in the event signage as a major sponsor; listed on the website and social media pages and included in the marketing campaigns. As a BONUS we will provide a spot at the event (indoor or out your choice) to set up a display tent to showcase your business as well.

**The cost of the entertainment sponsorship this year is $500.00.**

**Family Entertainment:**

With the number of families coming down to the event, we like to provide fun activities that are kid friendly, such as a balloon artist, magician or face painter, games and more. By sponsoring this category, your company name will

be announced during the awards ceremony, each activity will have a sign with your logo and company manes will be included on signage as a major sponsor; listed on the website and social media pages and included in all marketing campaigns. As a BONUS we will provide a spot at the event (indoors or outside your choice) to set up a display tent to showcase your business as well.

**The cost of the family entertainment sponsorship this year is $500.00.**

**We are also looking for businesses that may want to add SWAG to the Bag. The first 200 registered vehicles will each get a goodie bag at registration and they would be happy to receive any items you may want to include, fliers, pens, water bottles, key chains.**

We hope you will participate in Wheels on Main. We’re grateful for your support and will be happy to answer any

questions you may have. Thank you in advance for taking the time to consider our request.

Sincerely,

Gena Biertzer

Executive Director ~ Downtown West Bend Association

Wheels on Main 2023

Hosted by: Downtown West Bend Association

Event location: Washington County Fair Park & Conference center

\_\_\_\_ YES! My business would like to sponsor the Live Entertainment. ($500.00)

Would you like to set up a booth - Yes or No

\_\_\_\_ YES! My business would like to sponsor the Family Entertainment ($500.00)

Would you like to set up a booth - Yes or No

\_\_\_\_ YES! My business would like to provide 200 items for the goodie bags.

**Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Mailing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please return this form and your payment to the Downtown West Bend Association or contact me directly to decide and discuss plans for the event. To ensure inclusion on event marketing, we need your response by 7/26/23.**

Please return to:

Downtown West Bend Association

Attn: Gena Biertzer

120 N. Main Street Suite 120

West Bend WI 53095

262-338-3909 | gena@downtownwestbend.com