



June 2024

The Downtown West Bend Association is very proud of its annual Wheels on Main Car Show held on the first Sunday of Labor Day weekend. This year's event will be back downtown on Main Street on September 1st, and everything is in place for another great year including spots for almost 500 cars, four music areas, food, beverages, kids' activities and over six thousand spectators. There is still time to get involved!



The DWBA is looking for a variety of sponsors to help make our event a success. Attached to this letter you will find a description of the sponsorship levels. In exchange for your sponsorship, you will receive extensive media coverage including spots on WTKM, ads in the West Bend Booster, social media coverage on our own Facebook pages with over 20,000 followers combined, our website www.downtownwestbend.com, our e-newsletter with over 5,000 subscribers, and posters all over town. You would also be able to have a booth at the event and include 200 items in our driver goodie bags.

We are also looking for any companies that would like to donate a promotional item for our driver goodie bags. We would need 200 items – any giveaway, coupon, or promotional item that gets your company name and logo in front of the public. It costs nothing over the cost of the item to be included, and the drivers really enjoy the goodie bags! The items are needed no later than August 19.

We sincerely appreciate your consideration to sponsor. Please contact us with any questions you may have about this event.

Best regards,

A handwritten signature in black ink that reads "Noelle Braun".

Noelle Braun
Executive Director
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