



Why should you support the Sussex Parks and Recreation Department?

In addition to helping us maintain and enhance the parks, programs and events Sussex is known for, your company can benefit in many ways. When an organization sponsors events or progams in their community, people often assume it is reputable and reliable. Consumers typically enjoy supporting brands that invest in their community and spread positive messages. Please consider one of the following sponsorships to help keep Sussex a great place to live, work and play!

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Sussex Parks & Recreation Department

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Index of Sponsorship and Advertising Opportunities

*Indicates Presenting Sponsor Opportunity

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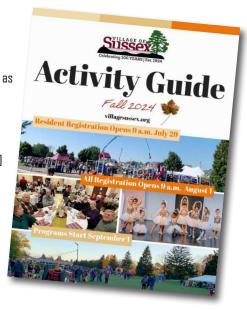
Advertising

Activity Guide

Three Activity Guides are prepared each year (winter/spring, summer and fall). They include a listing of our programs, special events, and facilities offered by Sussex Parks & Recreation, as well as the Pauline Haass Public Library.

The Activity Guide is mailed to residents and businesses in the 53089 zip code, as well as to residents in Lisbon, Lannon, Colgate, and portions of Hartland and Pewaukee (over 15,000 households). The guide is also available at the Sussex Civic Center, Pauline Haass Public Library and online.

Year-long advertising commitments are accepted January through March (summer-winter/spring). Individual season commitments are accepted all year long.



AD SIZE	SEASON RATE	YEAR RATE
1 UNIT 1.812"x2.0714" (3.75 sq inch.)	\$50	\$130
BUSINESS CARD/2 UNIT HORIZONTAL 3.625"x2.0714" (7.51 sq inch)	\$98	\$260
4 UNIT VERTICAL 3.625"x4.1428" (15.018 sq inch)	\$195	\$520
4 UNIT HORIZONTAL 7.5"X2.0714" (15.04 sq inch)	\$195	\$520
6 UNIT VERTICAL 6.2142"X3.625" (22.53 sq inch)	\$260	\$775
6 UNIT HORIZONTAL 5.436"x4.1428" (22.68 sq inch)	\$260	\$775
8 UNIT HORIZONTAL 7.5"x4.1428" (33.10 sq inch)	\$390	\$1,035
8 UNIT VERTICAL 8.2856"X3.625" (30.04 sq inch)	\$390	\$1,035
12 UNIT 6.2142″x7.5″ (46.61 sq inch)	\$586	\$1,550
16 UNIT 8.2856"x7.5" (62.14 sq inch))	\$782	\$2,070

Ball Diamond Banner Sponsor

Your banner will be displayed on the outfield fence of the lighted ball diamond at Sussex Village Park from the first Monday in May-End of October. The field is directly adjacent to, and viewable from, the park's concession stand, restroom facilities, and playground.

Sponsors furnish the banner, at their expense, which shall adhere to the following specifications:

► Size: 8′ X 5′

► Material: Minimum 13 oz. vinyl

► **Grommets**: At 12" intervals around the entire perimeter of banner

► **Hem**: Sewn or Fold-over



\$300 Banner Sponsor

- Visibility in one of the most frequently used public spaces in the park.
- Exposure to adult and youth league teams and spectators all summer long.
- Additional exposure to participants of the following events:
 - » Lions Flag Football practices
 - » 4th of July fireworks and activities
 - » Lions Daze
 - » Large youth baseball/softball tournaments

Sponsorship commitment requested by March 1. Banner must be received prior to April 15.

\$500 Advertising Package

- Softball Banner Sponsor benefits, plus:
- 2-Unit sized ad in all three Activity Guides.

Sponsorship commitment requested by March 1.



Disc Golf Hole Sponsor

The Village of Sussex maintains an 18-hole disc golf course at Sussex Village Park. The course is open year-round (weather permitting). Disc golf is a free amenity in the park.

Each tee has an engraved post with the hole number, direction to the basket, and an inlaid sponsor logo. The tee areas have a small trash and recycling receptacle. This sponsorship is valid for one year. After the first year, the sponsorship is \$100/year to renew.

\$300 Disc Golf Tee First Year Sponsor

- Business logo inlaid into a 6"x6" recycled plastic post.
- Inclusion of business name on disc golf map.
- Recognition on the Village website.

\$100 Disc Ongoing Sponsor

• Eligible for this year two and beyond.

Sponsorship commitments accepted all year.





Youth Sports T-shirt Sponsor

Over 1,500 T-shirts are given out each year for youth programs (soccer, baseball, flag football, tennis, and basketball) and Summer Day Camp.

\$300 Youth Sports T-shirt Sponsor (10 spots available)

• Sponsor logo on the T-shirt. Approximately 3"x2".

\$700 Gold T-shirt Sponsor (1 Available)

Sponsor logo at top of T-shirt. Approximately 8"x4".
 Sponsorship commitment requested by February 15.
 Logo in vector format must be submitted by March 1.



Special Events



Pints in the Park Traveling Beer Garden

Focus: Adult/Family

Estimated Attendance: 500-1,000

Date: Five summer dates, May-September; one winter date,

TBD.

Pints in the Park is our traveling beer garden event, which takes place once each month throughout the summer.

Each beer garden takes place at a different Village of Sussex park. Each event features a beer vendor and food trucks. Your sponsorship allows us to add live music or entertainment to these events.

\$800 Level Sponsor

Your company receives recognition as the sole sponsor of one of the Pints in the Park events, which includes the following benefits:

- Sponsor logo on any signage at the event.
- Sponsor logo on event page on website.
- Sponsor logo on event banners in community (one event-specific banner, and one with all
 events that is up all season at the Civic Center on Main Street).
- Sponsor logo in social media posts about the event.

Sponsorship commitment requested by **February 1 (January 1** for winter Pints in the Park**)** in order to be guaranteed all sponsorship benefits.



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Egg Drop

Focus: Kid/Family

Estimated Attendance: 1,200

Date: Saturday, April 12



For this fun, family event, we partner with the Sussex Fire Department who drop thousands of eggs for kids to collect. Other family activities are planned, in addition to a picture with the bunny.

\$250 Level Sponsor

- Sponsor name and/or logo on signage at the event.
- Acknowledgment during any announcements or award ceremonies.

\$500 Level Sponsor

- All of the above, plus:
- Sponsor logo on event banners in the community.
- Sponsor logo on any print media advertising the event.

\$1,000 Level Sponsor

- All of the above, plus:
- Sponsor logo on event page on Village website.
- Sponsor logo on all social media posts advertising the event.
- Listing as a sponsor on any email blasts advertising the event to all recreation participants.

\$2,000 Presenting Sponsor

- All of the above, plus:
- Listed as Presenting Sponsor.





Sussex Dance Recital

Focus: Family

Estimated Attendance: 500 Date: Saturday, March 8

The **Sussex Dance Recital** is the culmination of a year's worth of work for our youth dance program. Participants, ages 3–14, and their families come together to show off their skills in this program at the Hamilton Fine Arts Center.

Sponsorship includes advertising in our Recital Program, which is handed out to everyone in attendance and assists in recital facility costs and program equipment purchases.

Sponsorship commitment requested by February 15 in order to be guaranteed all sponsorship

\$50 Level Sponsor Benefits

 Business card sized ad in our Recital Program.

\$75 Level Sponsor Benefits

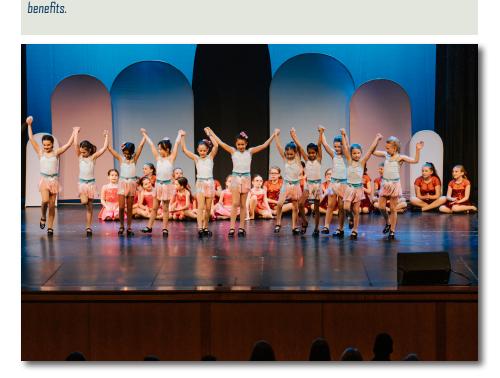
• Half-page ad in our Recital Program.

\$100 Level Sponsor Benefits

• Full page ad in our Recital Program

\$300 Level Sponsor Benefits

- Full page ad in our Recital Program
- Cover Page acknowledgment as "Presented by..."
- May provide marketing materials to be distributed to families.





Sussex Area Rummage Sale

Focus: Adult/Family Date: May 2-3

A community-wide rummage sale is held in Sussex on the first weekend in May. Residents may give their addresses to be published on a map that is advertised to the public on our website and social

media platforms.

\$250 Level Sponsor

Name and logo will be displayed along with the name of the event as a "Presenting Sponsor" on the
event page on Village website, social media posts, and on printed listing.

Sponsorship commitment requested by **January 15** in order to be guaranteed all sponsorship benefits.



Holiday Scavenger Hunts

Focus: Family

Leprechaun Hunt: March 10-14 Turkey Hunt: November 11-20

Twice a year the Village has a scavenger-type hunt for kids. Items that correlate to the seasonal holidays are hidden in our parks, with clues leading to the items posted on our website and social media platforms. Sponsorship is needed to purchase prizes for these fun community events.

\$250 Level Sponsorship

 Name and logo will be displayed along with the name of the event as a "Presenting Sponsor" on the event page on Village website and social media posts.

Sponsorship commitment requested by **January 15** for Leprechaun Hunt and **July 1** for Turkey Hunt in order to be guaranteed all sponsorship benefits.



Classic Car Cruise Night

Focus: Adult

Estimated Attendance: 800

Date: Thursday, June 19

Our **Cruise Night** event is for classic car owners and enthusiasts to share their passion for classic cars while listening to live music and enjoying food and beverages. This event is held on Main Street in front of the Civic Center.

\$250 Level Sponsor

- Sponsor name and/or logo on signage at the event.
- Acknowledgment during any announcements or award ceremonies.

\$500 Level Sponsor

- All of the above, plus:
- Sponsor logo on event banners in the community.
- Sponsor logo on any print media advertising the event.

\$1,000 Level Sponsor

- All of the above, plus:
- Sponsor logo on event page on Village website
- Sponsor logo on all social media posts advertising the event.
- Listing as a sponsor on any email blasts advertising the event to all recreation participants.

\$2,000 Presenting Sponsor

- All of the above, plus:
- Name and logo will be displayed along with the name of the event as a "Presenting Sponsor" on all signage, print media, event banners, event page on Village website, email blasts, and social media posts.







Fourth of July Celebrations

Date: Friday, July 4

Kids Bike Parade/Ice Cream Sponsor

Focus: Kid/Family

Estimated Attendance: 500

The annual **Kids Bike Parade** starts at the Civic Center with the VFW Color Guard leading the parade down Main Street and ending at The Grove at Village Park. Each participant receives an ice cream treat and everyone is encouraged to stay to enjoy the splash pad and playground.

\$500 Level Sponsor

- Sponsor name and/or logo on signage at the event.
- Acknowledgment during any announcements at the event.
- Sponsor logo on event banners in community.
- Sponsor logo on any print media advertising the event.

Sussex/Lisbon Fireworks Show

Focus: Kid/Family

Estimated Attendance: 5,000

The Fireworks Show takes place at Village Park on the evening of the July 4.

\$2,500 Firework Sponsor

- Sponsor logo on event flyers, media releases, social media posts and on the Village website.
- Sponsor logo on event banners in the community.
- Sponsor logo in an email blast advertising event to all recreation participants.
- Opportunity for sponsor to supply a banner to be put up at event.









Outdoor Family Movie Night

Focus: Family

Estimated Attendance: 1,000

Date: Thursday, July 17

The **Outdoor Family Movie Night** on the Sussex Civic Center Plaza runs simultaneously with that month's Pints in the Park and typically features a children's film.

\$250 Level Sponsor

- Sponsor name and/or logo on signage at the event.
- Acknowledgment during any announcements at the event.

\$500 Level Sponsor

- All of the above, plus:
- Sponsor logo on event banners in community.
- Sponsor logo on any print media advertising the event.

\$1,000 Level Sponsor

- All of the above benefits plus:
- Sponsor logo on event page on Village website.

\$2,000 Presenting Sponsor

- All of the above benefits plus:
- Listed as the Presenting Sponsor.
- Sponsor logo on all social media posts advertising the event.
- Listed as the presenting sponsor on any email blasts advertising the event to all recreation participants.









National Night Out

Focus: Family

Estimated Attendance: 1,000 Date: Wednesday, August 6

The Village of Sussex **National Night Out** is a free family event held on Main Street that promotes police-community partnerships and camaraderie to make our neighborhoods safer places to live.

\$0 Level Sponsor

- Sponsorship in the form of participation in the event is welcome. If you think your business or organization would qualify as a partner in the mission of police-community relations, please let us know and we will work with you on how you can get involved!
- Exposure and interaction with community members at the event.

\$250 Level Sponsor

- Sponsor name and/or logo on signage at the event.
- Acknowledgment during any announcements at the event.

\$500 Level Sponsor

- \$250 level sponsor benefits plus:
- Sponsor logo on event banners in community.
- Sponsor logo on any print media advertising the event.

\$1,000 Level Sponsor

- All of the above benefits plus:
- Sponsor logo on event page on Village website.
- Sponsor logo on all social media posts advertising the event.
- Listing as a sponsor on any email blasts advertising the event to all recreation participants.

\$2,000 Presenting Sponsor

- This sponsorship pays for bike helmets for the first 100 kids.
- Your organization receives all of the above benefits, plus:
- Name or logo will be displayed along with the name of the event as a "Presenting Sponsor" on all signage, print media, event banners, event page on Village website, email blasts, and social media posts.
- Opportunity for your organization to have a table at this event in order to distribute promotional materials and interact with community members.









Main Street Block Party

Focus: Adult/Family

Estimated Attendance: 2,500

Date: Sunday, August 17

The **Main Street Block Party** is the premier event of the summer. This event features an artisan market, food trucks, beer vendors, a band and activities for children.

Sponsorship is needed to offset the costs of stage and tent rentals, band, signage and kid's activities.

\$250 Block Level Sponsor

- Sponsor name on day-of event signage.
- Acknowledgment during event announcements.

\$500 Street Level Sponsor

- Block Level Sponsor benefits plus:
- Sponsor logo on event banners in community.
- Sponsor logo on any print media advertising the event.

\$1,000 Avenue Level Sponsor

- All of the above benefits plus:
- Sponsor logo on event page on Village website.

\$2,000 Boulevard Level Sponsor

- All of the above benefits plus:
- Sponsor logo on all social media posts advertising the event.
- Listing as a sponsor on any email blasts advertising the event to all recreation participants.
- Sponsor allowed to set up a booth at the event.

\$3,000 Presenting Sponsor

- All of the above benefits plus:
- Name or logo displayed along with the name of the event as a "Presenting Sponsor" on all signage, flyers, banners, the Village website, and media releases.
- Opportunity to speak to attendees from our stage at the event.









Touch A Truck

Focus: Kids

Estimated Attendance: 5,000 Date: Saturday, September 13

Touch A Truck provides an opportunity for kids to get up close and personal with some of the coolest vehicles from our local businesses and organizations, such as the Sheriff's Department, Fire Department, Armed Forces and our Public Works Department.

\$0 "Take the Wheel" Sponsor

- If your business or organization has a vehicle or vehicles that you believe would be a good fit for this event, please let us know and we will work with you on how you can get involved.
- Exposure and interaction with community members at the event.

\$250 Level Sponsor

Sponsor name and/or logo on signage at the event.

\$500 Level Sponsor

- All of the above benefits plus:
- Sponsor logo on event banners in community.
- Sponsor logo on any print media advertising the event

\$1,000 Level Sponsor

- All of the above benefits plus:
- Sponsor logo on event page on Village website.

\$2,000 Level Sponsor

- All of the above benefits plus:
- Sponsor logo on all social media posts advertising the event.
- Listing as a sponsor on any email blasts advertising the event to all recreation participants.

\$3,000 Presenting Sponsor

- All of the above benefits plus:
- Name or logo will be displayed along with the name of the event as a "Presenting Sponsor" on all signage, print media, event banners, event page on Village website, email blasts, and social media posts.









Spooky Sussex

Focus: Family

Estimated Attendance: 2,500 Date: Friday, October 17

Spooky Sussex is held at Sussex Village Park and includes many family-friendly activities and delicious treats.

\$500 Level Sponsor

- Sponsor logo on event banners in community.
- Sponsor logo on any print media advertising the event.

\$1,000 Level Sponsor

- All of the above benefits, plus:
- Sponsor logo on event page on Village website

\$2,000 Level Sponsor

- All above benefits, plus:
- Sponsor logo on all social media posts advertising the event.
- Listing as a sponsor on any email blasts advertising the event to all recreation participants.

\$3,000 Presenting Sponsor

- All above benefits, plus:
- Name or logo will be displayed along with the name of the event as a "Presenting Sponsor" on all signage, print media, event banners, event page on Village website, email blasts, and social media posts.









Tree Lighting

Focus: Family

Estimated Attendance: 500 Date: Friday, December 5

The Sussex Civic Center's annual **Tree Lighting** is held on the first Friday of December to celebrate the holiday season. The tree is lit, a local musical group performs, Santa visits, and hot chocolate and cookies are served.

\$250 Level Sponsor Benefits

- Sponsor name and/or logo on signage at the event.
- Acknowledgment during any announcements at the event.

\$500 Level Sponsor Benefits

- All of the above benefits plus:
- Sponsor logo on event banners in community.
- Sponsor logo on any print media advertising the event.

\$1,000 Level Sponsor

- All of the above benefits plus:
- Sponsor logo on event page on Village website.

\$2,000 Presenting Sponsor

- All of the above benefits plus:
- Name or logo will be displayed along with the name of the event as a "Presenting Sponsor" on all signage, print media, event banners, event page on Village website, email blasts, and social media posts.



Senior/Adults Over 50 Events.



Senior Plant & Sip

Focus: Adults Over 50 Attendance: 100

Dates: Thursday, June 12

The **Plant & Sip** event is a delightful afternoon where seniors enjoy planting a tabletop planter while sipping on refreshing lemonade. This popular event takes place at Sussex Village Park.

\$250 Sip Sponsor

- Sponsor name and/or logo on signage at the event on lemonade table.
- Acknowledgment during any announcements.
- Sponsor may provide marketing materials to be handed out and given to all participants and volunteers.

\$500 Plant Sponsor

- Sponsor name and/or loop on signage at the event on plant table.
- Acknowledgment during any announcements.
- to be handed out and given to all participants and volunteers.
- Acknowledgment on Village website.

In kind Sponsorship Opportunities: Volunteers, snacks, beverages, door prizes and decorations.

Sponsor may provide marketing materials

\$800 or Above Sponsor

- All the above benefits plus:
- Sponsor logo on all social media posts ahout the event
- Listing as a sponsor on any email blasts advertising the event to all recreation participants.







Senior Concert on the Plaza

Focus: Adults Over 50
Attendance: 200+

Date: Tuesday, May 20

To celebrate the start of summer, the Village of Sussex hosts a concert on the Civic Center Plaza, complete with a "picnic" lunch available for purchase. This event brings together the community in a fun and lively atmosphere marking the beginning of the summer season!

\$250 Sponsor

- Sponsor name on day-of-event signage.
- Acknowledgment during any announcements.
- Opportunity for a booth at the event.

\$500 Sponsor

- All of the above benefits, plus:
- Sponsor logo on event banners in community.
- Sponsor logo on event page on our website.

Sponsorship commitment requested by **February 1** in order to be guaranteed all sponsorship benefits.



Senior Art Classes

Focus: Adults Over 50

Attendance: 100+ throughout the year

Date: Throughout the year

Our senior art programming, offering classes in painting, textiles and crafting, has become a cornerstone of our community's creative education.

These classes are immensely popular, with registrations filling up immediately. We are looking to expand these offerings, ensuring more seniors can benefit from the joy and fulfillment art education provides.

\$200 Sponsor

- Sponsor name on class signage.
- Acknowledgment on marking materials and announcement at each class.

In-kind Sponsorship

 Items such as canvas, paints, paper, brushes, or any unused art supplies are welcomed, as well as instructors interested in volunteering to teach a class.



Senior Waukesha County ADRC Lunchtime Holiday Events

Focus: Adults Over 60 Attendance: 50-100 Dates: Multiple

The Village of Sussex partners with the Waukesha County Nutrition-Sussex Site to enhance many celebrations.

The Village coordinates and seeks help with entertainers/activities, paper products, decorations, and volunteers. Scout troops, businesses, and community groups are welcome.

\$100 Sponsor

- Sponsor name and/or logo on signage at event.
- Acknowledgment during any announcements.

\$250 Sponsor

- \$100 level benefits, plus:
- Sponsor logo on event banners and or programs.
- Sponsor logo on event page on Village website.

In-kind Sponsorship Opportunities: Presenters related to wellness, information and/or entertainment, volunteers, snacks, beverages, door and bingo prizes.

Sponsorship accepted all year.



Senior Veterans Day Luncheon

Focus: Adults Over 50 Attendance: 100–150 Date: Friday, November 7

We are seeking support for the Veterans Day Luncheon, a highly popular and significant event that honors those who have served our country. The Village of Sussex, along with the ADRC, provide a delicious meal for veterans and community members, creating a meaningful opportunity to express our gratitude and celebrate their service.

\$100 Sponsor

- Sponsor name on signage at event.
- Acknowledgment during any announcements.

\$250 Sponsor

- The above benefits, plus:
- Sponsor logo on event banners and/or programs.
- Sponsor logo on Village website.

In-kind Sponsorship Opportunities: Volunteers, entertainment, snacks, beverages, and door prizes.

Sponsorship accepted all year.



Senior Dinner Parties

Focus: Adults Over 50 Attendance: 80-125

Dates: Throughout the year

The dinner parties are among the most popular events in our senior community and always sell out. These parties are designed to foster community spirit and offer seniors a warm and friendly environment. Each dinner party includes a full meal, live entertainment, and door prizes, creating a memorable and enjoyable experience for all attendees.

\$100 Sponsor

- Sponsor name and/or logo on signage at the event.
- Acknowledgment during announcements.

\$250 or Above Sponsor

- The above benefits, plus:
- Sponsor logo on event banners and or programs.
- Sponsor logo on event page on Village website.

In-kind Sponsorship Opportunities: Food, beverages, entertainment, and gift baskets/prizes. Sponsorship commitments accepted all year.



Senior Lobby Parties

Focus: Adults Over 50 Attendance: 100+

Date: Throughout the year

Lobby parties for seniors are held in the Civic Center throughout the year, typically in association with holidays or seasons. These events are free and provide a safe and welcoming space for seniors to enjoy refreshments, games and social interaction during the year.

\$200 Sponsor

- Sponsor name and/or logo on signage at event.
- Acknowledgment on marketing materials and announcement during the event.

In-kind Sponsorship

Snacks, beverages, and raffle baskets.



Senior Holiday Swag & Bingo

Focus: Adults Over 50 Attendance: 100+

Date: Wednesday, December 3

This is one of our most anticipated holiday events. Held at the Sussex Civic Center, volunteers assist attendees to assemble a fresh green holiday door swag decoration and other holiday crafts.

Afterwards everyone is invited to stay for holiday BINGO and lunch provided by the Waukesha County ADRC.

Monetary and volunteer help is always needed—such a great opportunity to give back to the community for the holiday season.

\$300 Sponsor

- Name and/or logo on signage at event.
- Acknowledgment during any announcements.

\$500 Sponsor

- The above benefits, plus:
- Sponsor logo on event banners.
- Sponsor logo on event page on Village website.
- Listing as a sponsor on any email blasts advertising the event to recreation participants.

In-kind Sponsorship Opportunities: Volunteers, snacks, beverages, and BINGO prizes.

Sponsorship commitment requested by **July 1** in order to be guaranteed all sponsorship benefits.

Ongoing Requests

Big Bucks Bingo Prizes (\$100)

- Donate ten \$10 bingo prizes
- Volunteer to run the bingo game

Raffle Baskets or Prizes (\$5-\$50 value)

- Gift cards
- Food, snacks, candies,

nuts

- Movie, concert, play tickets
- Apparel
- Home good items



Village of Sussex Scholarship Programs

The scholarship programs provide an opportunity for citizens experiencing financial difficulties to participate in Village-sponsored recreational events or programming. The scholarship program was developed in 2007 through a matching grant. The program has been very successful, filling a need within the community and consistently providing over 20 awards each year.

Donations to the scholarship fund are accepted all year.

Volunteers for All Events

The Recreation Department is in need of volunteers for nearly all of the special events listed.

We love working with employee groups interested in giving back to their community.

Groups are welcome to wear their own company gear while volunteering.

In-kind Donations or Gift Certificates

The Recreation Department is in need of prizes for children's games, special events, senior party door prizes, and senior bingo.

Donations accepted all year.





