



# SPONSORSHIP OPPORTUNITIES

Veterans Memorial Field/Fairgrounds | Wauona Trail | Portage, WI

## PLATINUM (\$20,000)

- **Logo recognition in Celebration of Freedom promotions**
- **Large banner with business logo displayed on festival grounds**
- **2 VIP Passes to the Show**
- **Social media and website recognition**
- **Vendor Booth Site (Friday Evening & Saturday)**
- **Onsite recognition listing all sponsors**
- **10 Drink Tickets for Friday night performance & reserved table for 8**

### Promotion:

- Your large logo will be included on all promotional ads that will be publishing in the following products June 20-August 22: Badgerland Values - Juneau, Badgerland Values - Sauk, Badgerland Values - Columbia, Juneau County Star Times, Reedsburg Times Press, Wisconsin Dells Events, Sauk Prairie Eagle, Portage Daily Register and Baraboo News Republic **(\$1,500 value)**
- Large logo on all digital ad promotion **(\$1,500 value)**
- Large logo inclusion on 6 honoree articles publishing July-August in print **(\$1,500 value)**
- Full page full color ad in the commemorative special section publishing on August 29 **(\$650 value)**

### Also Choose:

- 100,000 high-impact impressions on your choice of wiscnews.com or madison.com family of sites to be used July-September **(\$2,500 value)**
- 4 full color half page ads to be used in the product of your choice by September 30, 2019 **(\$3,000 value)**

~OR~

- A custom digital campaign tailored to your specific target audience and geography to be used by September 30, 2019. Tactics could include, but are not limited to: google ads (SEM), streaming video, youtube, audience targeting, contextual targeting, facebook/instagram targeting, website remarketing, mobile location targeting and/or email marketing **(\$5,000 value)**

**RETURN WITH SPONSORSHIP LEVEL BY JULY 1, 2019** (SUBMIT PAYMENT BY AUGUST 1, 2019)

Sponsor: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sponsor level

- Platinum **(\$20,000)**
- Elite **(\$8,000)**
- Premier **(\$4,000)**

### Return to:

WI American Legion Foundation  
Attn. Celebration of Freedom  
P.O. Box 827  
Portage, WI 53901



The WI American Legion Foundation is a 501c(3) organization. If you have a logo for advertising use, please email Marie Steffen at [marie@wilegion.org](mailto:marie@wilegion.org) **AND** [ddrewbaka@wiscnews.com](mailto:ddrewbaka@wiscnews.com) as soon as possible.

For more information go to [www.wilegion.org](http://www.wilegion.org) or call 608-745-1090 or 608-252-6092.





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Veterans Memorial Field/Fairgrounds | Wauona Trail | Portage, WI

## ELITE (\$8,000)

- Logo recognition in Celebration of Freedom promotions
- Banner with business logo displayed on festival grounds
- Social media and website recognition
- Vendor Booth Site (Saturday)
- Onsite recognition listing all sponsors

### Promotion:

- Your logo will be included on all promotional ads that will be publishing in the following products June 20-August 22: Badgerland Values - Juneau, Badgerland Values - Sauk, Badgerland Values - Columbia, Juneau County Star Times, Reedsburg Times Press, Wisconsin Dells Events, Sauk Prairie Eagle, Portage Daily Register and Baraboo News Republic (**\$1,000 value**)
- Logo on all digital ad promotion (**\$1,000 value**)
- Logo inclusion on 6 honoree articles publishing July-August in print (**\$1,000 value**)
- Half page full color ad in the commemorative special section publishing on August 29 (**\$400 value**)

### Also Choose:

- 75,000 impressions on your choice of wisnews.com or madison.com family of sites to be used July-September (**\$1,875 value**)
  - 2 full color half page ads to be used in the product of your choice by September 30, 2019 (**\$1,500 value**)
- ~OR~
- A custom digital campaign tailored to your specific target audience and geography to be used by September 30, 2019. Tactics could include, but are not limited to: google ads (SEM), streaming video, youtube, audience targeting, contextual targeting, facebook/instagram targeting, website remarketing, mobile location targeting and/or email marketing (**\$3,000 value**)

## PREMIER (\$4,000)

- Logo recognition in Celebration of Freedom promotions
- Social media and website recognition
- Vendor Booth Site (Saturday)
- Onsite recognition listing all sponsors

### Promotion:

- Your listing will be included on all promotional ads that will be publishing in the following products June 20-August 22: Badgerland Values - Juneau, Badgerland Values - Sauk, Badgerland Values - Columbia, Juneau County Star Times, Reedsburg Times Press, Wisconsin Dells Events, Sauk Prairie Eagle, Portage Daily Register and Baraboo News Republic (**\$500 value**)
- Listing on all reveal digital promotion (**\$500 value**)
- Listing inclusion on 6 honoree articles publishing July-August in print (**\$500 value**)
- Quarter page full color ad in the commemorative special section publishing on August 29 (**\$270 value**)

### Also Choose:

- 50,000 impressions on your choice of wisnews.com or madison.com family of sites to be used July-September (**\$1,250 value**)
  - 1 full color half page ad to be used in the product of your choice by September 30, 2019 (**\$750 value**)
- ~OR~
- A custom digital campaign tailored to your specific target audience and geography to be used by September 30, 2019. Tactics could include, but are not limited to: google ads (SEM), streaming video, youtube, audience targeting, contextual targeting, facebook/instagram targeting, website remarketing, mobile location targeting and/or email marketing (**\$1,500 value**)

# CELEBRATE. HONOR. REMEMBER.

