

# 2025 SPONSORSHIP PACKET

## DOWNTOWN THURSDAY *Nights*

### 2025

JUL 3                      JUL 31  
JUL 10                    AUG 7  
JUL 17                    AUG 14

*Sponsorship Opportunities  
Exclusive to  
Tomah Chamber Members Only*

6 - 9 PM  
800 SUPERIOR AVE  
TOMAH, WI





# 2025 SPONSORSHIP OPPORTUNITIES



Since 2019, Downtown Thursday Nights (DTN) has been promoting downtown growth and economic development in Tomah by hosting national-touring bands during a six-week, pop-up, summer street concert organized by the Tomah Chamber & Visitors Center. DTN is becoming a well-known, must-attend summer event for locals and visitors while featuring great music, food & drinks, free kid-zone, warm positive vibes, all with FREE admission!

Sponsorship of DTN gives your business/organization exposure to thousands of people, not just in the Tomah area, but across the state as well. With aggressive marketing in our area and beyond, we can provide your business with more reach for your dollar. Your business will be associated with good times, great music, keeping admission free, and known for helping attract visitors and stimulate Tomah's downtown area! Our sponsors ROCK and we can't thank you enough for your support!



## SPONSORSHIP OPPORTUNITIES

\*\*\*Banners will be supplied by the Tomah Chamber office.\*\*\*

### *Diamond Record Sponsor*

\$5,000 (Limit 2) - Title Sponsor

- Top banner at all events
- Vendor Booth at all events
- Radio mentions as Title Sponsor
- Billboard and print presence
- Print advertising & social media ads
- DTN website presence

### *Platinum Record Sponsor*

\$2,500 (Limit 6) - Band Sponsor

- Lower banner at all events
- Vendor Booth at all events
- Radio mentions as Band Sponsor
- Print advertising & social media ads
- DTN website presence

### *Kid Zone Sponsor*

\$2,500 (Limit 2)

- Lower & Kid Zone banner at all events
- Vendor Booth at all events
- Radio mentions as Kid Zone Sponsor
- Billboard presence
- Print advertising & social media ads
- DTN website presence

### *Gold Record Sponsor*

\$1,000 (Limit 12)

- Banner at 1 event
- Vendor Booth at all events
- Print advertising & social media ads
- DTN website presence

### *Picnic Table Sponsor*

\$600 (Limit 6)

- Banner at all events  
(One logo per table)
- Social media ads
- DTN website presence

### *Silver Record Sponsor*

\$500 (Limit 10)

- Banner at 1 event
- Vendor Booth at 1 event
- Print advertising & social media ads
- DTN website presence

### *Food Sponsor*

\$500 (Limit 4)

- Social media ads
- DTN website presence

### *Friends of DTN Sponsor*

\$100 (Unlimited)

- DTN website listing as contributor

### *Customized Sponsor*

The Tomah Chamber reserves the right to create customized sponsorship opportunities to meet specific needs. If interested, please contact the Chamber office.

*Downtown Thursday Nights wouldn't be possible without our sponsors! Thank you!*

# 2025 SPONSORSHIP TERMS & AGREEMENT

**Event Organizer:** Tomah Chamber & Visitors Center. For questions call 608-372-2166 or email [info@tomahwisconsin.com](mailto:info@tomahwisconsin.com).

**Eligibility Criteria:** Exclusive to members of the Tomah Chamber & Visitors Center.

**Booth Spaces:** If applicable, assignment of booth spaces are determined by the event organizer and are subject to change for each event. Preferred placement of booth spaces is not guaranteed.

**Electricity:** If electricity is needed at a booth space, this must be coordinated with the event organizer. If generator is required at booth space, sponsor is responsible to supply their own.

**Preferred Date(s):** If applicable, the event organizer will do its best to accommodate the preferred event date to display the band banner and/or set-up the booth space. Preferred event date selection is not guaranteed.

**Inclement Weather/Cancellation:** It is the event organizer's genuine effort to hold each event, however, occasionally there may be circumstances beyond their control. If this event is not presented because of inclement weather or other circumstances beyond control, no refunds will be given, and the sponsor is responsible for payment in full. Due to permitting and licensing policies, this event cannot be rescheduled.

**Wisconsin Sales Tax:** If applicable, all vendor booths are required to complete a "Wisconsin Temporary Event Operator & Seller Information" form (enclosed in this packet). Submit this form to the event organizer prior to your schedule event date.

## SPONSORSHIP LEVEL

Fees outlined below denote one year of sponsorship. Event sponsors will be invoiced each year for the applicable sponsorship fee. Event sponsors from the previous year have first right of refusal to obtain applicable sponsorship levels in subsequent years. The Tomah Chamber reserves the right to create customized sponsorship opportunities to meet specific needs.

<b>Does your booth need access to electricity?</b>		<input type="checkbox"/> Yes	<input type="checkbox"/> No			
<input type="checkbox"/> <b>\$5,000 Diamond Record Sponsor</b>	<input type="checkbox"/> <b>\$500 Food Sponsor</b>					
<input type="checkbox"/> <b>\$2,500 Platinum Record</b>	<b>Have you obtained a Mobile Food Establishment License with the City of Tomah?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No					
<input type="checkbox"/> <b>\$2,500 Kid Zone Sponsor</b>	<input type="checkbox"/> <b>\$100 Friends of DTN</b>					
<input type="checkbox"/> <b>\$600 Rockin' Picnic Table Sponsor</b>						
<input type="checkbox"/> <b>\$1,000 Gold Record Sponsor:</b>						
<b>Check Preferred <u>Band Banner</u> Date:</b>	<input type="checkbox"/> Jul 3	<input type="checkbox"/> Jul 10	<input type="checkbox"/> Jul 17	<input type="checkbox"/> Jul 31	<input type="checkbox"/> Aug 7	<input type="checkbox"/> Aug 14
<input type="checkbox"/> <b>\$500 Silver Record Sponsor:</b>						
<b>Check Preferred <u>Band Banner</u> Date:</b>	<input type="checkbox"/> Jul 3	<input type="checkbox"/> Jul 10	<input type="checkbox"/> Jul 17	<input type="checkbox"/> Jul 31	<input type="checkbox"/> Aug 7	<input type="checkbox"/> Aug 14
<b>Check Preferred <u>Vendor Booth</u> Date:</b>	<input type="checkbox"/> Jul 3	<input type="checkbox"/> Jul 10	<input type="checkbox"/> Jul 17	<input type="checkbox"/> Jul 31	<input type="checkbox"/> Aug 7	<input type="checkbox"/> Aug 14

## BILLING PREFERENCE

Check  Invoice  Credit Card

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

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

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

Signature Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*By signing this agreement, I agree to pay the sponsorship selected. Unless otherwise requested, invoices will be sent to the billing representative listed on file in the Chamber account. \*\*\*Checks made payable to "Greater Tomah Area Chamber of Commerce".*

*Submit Sponsorship Agreements to:*

**Downtown Thursday Nights, PO Box 625, Tomah, WI 54660 -OR- [info@tomahwisconsin.com](mailto:info@tomahwisconsin.com)**

**THANK YOU FOR YOUR SUPPORT & SPONSORSHIP! WE CAN'T HOST THIS EVENT WITHOUT YOU!**

