



2024

SPONSORSHIP OPPORTUNITIES



STAKEHOLDER COCKTAIL MIXER

Our 2nd annual cocktail mixer will be hosted in a unique downtown location, allowing stakeholders to explore a different view of Wausau. Exclusively for business and property owners in the District, this event offers the perfect atmosphere for intimate convos and relationship building while enjoying craft cocktails from a local mixologist.

TBD
February | 5-7pm
Downtown Wausau + River West

(3) Sponsorship Opportunities

PROMOTIONAL SPONSOR (3) | \$400

The Promotional Sponsor's logo will be placed on all print and digital promotional materials.

Contact us today to secure a sponsorship!



blake@wausauriverdistrict.org



715.297.1829



316 Scott Street, Downtown Wausau



DOWNTOWN HISTORY MINUTE

This video campaign explores Wausau's rich history, from its diverse architectural styles to prominent business and industry leaders, for an educational and engaging glimpse into the past. Videos are released on social media throughout May and then made available on the Wausau River District YouTube and Facebook channels.

TUESDAYS + THURSDAYS Month of May

Downtown Wausau + River West

(3) Sponsorship Opportunities

VIDEO SPONSOR (3) | \$300

The Video Sponsor receives logo placement on the event website page and will be mentioned in all media communications. Sponsors are also given the option to collaborate on one of the videos, integrating the history of their business and property.

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WAUSAU PRIDE

Wausau's premier June Pride gathering features three events on one big day, including Family Pride Fest, Teen Pride, and Wausau Pride at Night, creating a safe and affirming space for our LGBTQIA+ community to come together and create memories.

SATURDAY June 1

Family Pride Fest
400 Block

Teen Pride
Location TBD

Wausau Pride at Night
Location TBD

(15) Sponsorship Opportunities

PRESENTING SPONSOR (1) | \$2200

PRESENTING SPONSOR FOR ALL THREE EVENTS: Presenting Sponsor will receive prominent logo placement on all event promotional materials, including posters and sandwich boards. Sponsor will be mentioned in all event press releases and tagged on social media posts and online event pages. In addition, the Sponsor has the option to speak at the daytime and/or the evening event.

FAMILY PROMO SPONSOR (3) | \$600

The Family Pride Fest Promotional Sponsor's logo will be placed on all print and digital promotional materials.

BOUNCE HOUSE SPONSOR (1) | \$1400

The Bounce House Sponsor will receive exclusive logo placement on signage located next to the activities, and will be tagged on social media and online event pages.

OPEN MIC SPONSOR (2) | \$400

The Teen Pride Open Mic Sponsor will be receive exclusive logo placement on signage located next to open mic activities, and will be tagged on social media and online event pages.

NIGHT PROMO SPONSOR (8) | \$800

The Wausau Pride at Night Promotional Sponsor's logo will be placed on all print and digital promotional materials.

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WAUSAU NIGHT MARKET

Join us downtown for the Wausau Night Market, featuring a mix of local makers and farmers, live music, sidewalk dining, and specials from your favorite businesses.

THIRD THURSDAYS

June 20 | 5-9pm

300-600 Blocks of Third Street

July 18 | 5-9pm

300-600 Blocks of Third Street

August 15 | 5-9pm

300-600 Blocks of Third Street

(16) Sponsorship Opportunities

PRESENTING SPONSOR (1) | \$3000

Presenting Sponsor will receive prominent logo placement on all event promotional materials, including posters and sandwich boards. Sponsor will be mentioned in all event press releases and tagged on social media posts and online event pages. In addition, the Sponsor will have prominent logo placement on an over-street banner on display for 4 months, with approximately 3,000 cars passing daily.

PROMOTIONAL SPONSOR (5) | \$700

The Promotional Sponsor's logo will be placed on all print and digital promotional materials.

ENTERTAINMENT SPONSOR (10) | \$300

The Sponsor will receive exclusive logo placement on signage located next to the musician or live art demonstration on the designated night, and will be tagged on social media showcasing the entertainment.

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EXHIBITOR | ART + WINE

ExhibiTour is Wausau's wine walk event that partners with local businesses to feature pop-up art galleries. Enjoy the artwork while sampling various wines at each participating location.

SATURDAY

October 5 | 4-7pm

Downtown Wausau

(5) Sponsorship Opportunities

PRESENTING SPONSOR (1) | \$3500

The Presenting Sponsor will receive prominent logo placement on all event promotional materials, including posters and sandwich boards. Sponsor will be mentioned in all event press releases and tagged on social media posts and online event pages. In addition, the Sponsor will have a logo on the promotional wine glass and all Best in Show voting materials.

INCLUDES 8 EVENT TICKETS

PROMOTIONAL SPONSOR (4) | \$800

The Promotional Sponsor's logo will be placed on all print and digital marketing materials.

INCLUDES 2 EVENT TICKETS

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SMALL BUSINESS SATURDAY

Small Business Saturday celebrates our small businesses and encourages folks to shop locally in person and online.

SATURDAY

November 23 | Business Hours

Downtown Wausau + River West

(5) Sponsorship Opportunities

TV AD SPONSOR (1) | \$900

The TV Ad sponsor will have a logo and name mentioned in a 15-second ad that encourages community members to shop locally in the Wausau River District this holiday season, with an option to have your company's ad immediately run on air for an increased impact. In addition, the sponsor will receive promotional sponsorship benefits.

PROMOTIONAL SPONSOR (4) | \$300

The Promotional Sponsor's logo will be placed on all print and digital promotional materials.

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316 Scott Street, Downtown Wausau



VISIT WITH SANTA SATURDAYS

Bring the kiddos downtown to visit with The Big Man himself! Cameras are welcome for photo ops.

SATURDAYS

November 23 - December 21

Location TBD

(5) Sponsorship Opportunities

SANTA SPONSOR (5) | \$700

Each Santa Sponsor will be recognized in all media and promotional materials. Sponsors will also have the option to set up a table/booth within Washington Square on their Saturday; we encourage booths to include a simple kids' activity or giveaway to engage families who attend.

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GIFT WRAPPING FOR GOOD

Is your company looking for a unique way to volunteer during the holidays and raise funds for a charity? Look no further! Wrap gifts at our wrapping station during visits with Santa - all donations will be given to the local charity or non-profit of your choice.

SATURDAYS

November 23 - December 21

Location TBD

(1) Sponsorship Opportunities

GIFT WRAPPING SPONSOR (1) | \$400

Sponsor will be recognized on all print and digital marketing assets promoting the event and on-site during the event.

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Business Tools:

NEWS YOU NEED

Our weekly e-newsletter allows companies to be showcased within the newsletter itself and in the video format integrated into the newsletter. Each week information ranging from updates on construction projects, event deadlines, best practices, and more are shared with over 285 of our stakeholders.

\$200/Quarter

Business Tools:

BUSINESS RESOURCE GUIDE

Our annual business resource guide is distributed to all 220+ businesses, and a digital version is available year-round on our website. This helpful guide includes information about business trainings, community events in the district, funding opportunities, and more. Sponsors will be recognized with prominent logo placement on the printed and digital guides with an option to include a promotional message or offer.

\$400/Year

Downtown Extras:

DOWNTOWN CLEAN-UP

Each spring, we work with a local company to sponsor and staff our downtown clean-up event. It's been proven that a clean downtown increases perceived safety and helps to boost our downtown economic activity. Sponsors will be recognized with logo placement on our volunteer t-shirts, mentioned in our press release for the event, and tagged in social media posts.

\$700

Downtown Extras:

WAUSAU T-SHIRT SPONSOR

A community competition will determine a new 2024 t-shirt design, with sponsor logos appearing on the sleeves or upper back panel of each printed tee. A limited run will be available for sale in the WRD office and select downtown retailers.

\$600 (3)

SHOP LOCAL SUMMER TV CAMPAIGN SPONSOR | \$800

The TV Campaign Sponsor will have a logo and name mentioned in a 15-second ad that encourages community members to shop locally in the Wausau River District this summer season. Option to have your company's ad immediately run on air for an increased impact.

UMBRELLAS OVER 3RD STREET | \$6500

The eight-week display runs from June until August, with an over-street banner recognizing the sponsor (approx. 3000 vehicles pass daily). Split sponsorships also available.