



Welcome to Old World Foundation!

*Funding Old World Wisconsin
with stewardship and integrity since 1984!*

2018 Sponsorship Opportunities

friendsOWW.org

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Old World Foundation enhances the preservation of Wisconsin history through local, independent support of museum visitation, educational outreach and maintenance of artifacts and buildings.

Since 1984, Old World Foundation has been funding projects and programs at the 576 acre outdoor living history museum in Eagle, WI (southern Waukesha County). This dynamic historic site is home to over 100 animals (over 62 of these are heritage breed animals), 24 heirloom gardens, 65 historic buildings, and thousands of collections of artifacts and reproductions. Over 75 Interpreters or docents work at Old World Wisconsin bringing history to life for over 70,000 visitors each year. Guests enjoy magical moments of engagement as they are encouraged to use all of their senses to experience our living history.

Thanks to our *Friends*, over \$9 million in direct, local support has been given to Old World Wisconsin through Old World Foundation since 1984.

Thank you for considering a sponsorship of one of the Old World Foundation Fundraisers or Old World Wisconsin's special events. Your gift will help offset costs and keep this historic site dynamic for the next generation! **If you are interested in sponsoring, but would like to receive benefits other than what is listed on the following pages, please let us know; we would be happy to work with you to tailor your sponsorship package.**



Midsummer Magic

6-9 p.m. Sat., June 23, 2018



Ethnic Holiday Dinner-Greek in 2018

December 1, 2, 7 and 8



Midsummer Magic

6:00-9:00 p.m. on Saturday, June 23, 2018

This is the 16th year for this popular fundraiser. Between 700-900 guests attend this fundraiser to enjoy samples of delicious food items, wine, beer and other beverages from over 40 local eateries, wineries and breweries. Entertainment includes a magician/balloon artist, and 4 stages of live music. A large silent auction and raffle round out this beautiful summer evening in the Crossroads Village at Old World Wisconsin.

NEW in 2017-

Guests participated in aspects of historic "base ball" with players in historic wool uniforms AND viewed vintage cars from the 1940s and earlier.

To take full advantage of all advertising opportunities, we would ask for a sponsorship decision by April 1, 2018



Attendance Statistics:

	2016	2017
Waukesha Co.	32%	30%
Walworth Co.	32%	20%
Milwaukee Co.	18%	6%
Jefferson Co.	6%	10%
Northern Illinois	5%	10%

Remaining % from various counties primarily in southern Wisconsin and Illinois

SPONSORSHIP OPPORTUNITIES:

Presenting Sponsor \$5000 CLOSED

Benefits:

Presenting Sponsor is entitled to all the benefits of the Print Sponsor plus:

Name listed on all advertising associated with the event including press releases, any applicable print or radio ads.

4x6 foot outdoor banner hung on-site during event

Additional 8 tickets (40 total) for you, your clients, employees, families and friends to attend the event (\$2200 value)

Print Sponsor \$4000 CLOSED

(For providing 800 programs, 250 posters, 3000 brochures (approx. 1900-2000 mailed), 1000 tickets)

Benefits:

Print Sponsor is entitled to all the benefits of the Silent Auction Sponsor plus:

Name listed on programs, brochures, posters and tickets

Additional 24 tickets (32 total) to attend the event (\$1760 value)

Auction Sponsor \$1000 1 Available

Benefits:

Auction Sponsor is entitled to all the benefits of the Hospitality Tent Sponsor plus:

Exhibitor Table: Table at event OR materials available to guests at registration and ad through mobile-bidding service

An additional 2 tickets (8 total) for you and your clients, employees, family or friends to attend the event (\$440 value)

Hospitality Tent Sponsor \$700 1 Available

This tent will provide refreshments for the 90-100 volunteers and 40+ vendors

Benefits:

Hospitality Tent Sponsor is entitled to all the benefits of the Stage Sponsor plus:

Additional 2 tickets (6 total) for you and your clients, employees, family or friends to attend the event (\$330 value)

For food/beverage donations of \$200 or more, we will list you on a "Thank You" sign in the tent and give you a donation letter for tax purposes.

Stage Sponsor \$500 5 Available

Caldwell Hall, Sanford, Four Mile Inn, St. Peter's Church or Car Show

Benefits:

Name listed in program, on OWF website, social media posts, e-newsletter and in annual report

A 2.5 x 4 foot outdoor banner hung near the sponsored stage during event and "Thank you"

announcement from appropriate stage during event

Tickets: Up to 4 tickets for you and your clients, employees, family or friends to attend the event (\$220 value)

Ethnic Holiday Dinner— Greek in 2018

December 1, 2, 7 & 8



Join us for the 35th Annual Ethnic Holiday Dinner. In 2018, we will celebrate the traditions of the Greek immigrants who came to Wisconsin in the 1800s. Enjoy an authentic 4 course meal, entertainment and decorations in the historic Clausing Barn. Guests who attend this fundraiser also receive free admission to an Old World Christmas, a festive event that showcases different holiday traditions in the Crossroads Village at Old World Wisconsin.

Typical attendance is 550 to 650 people.

2017 Attendance Statistics:

Waukesha Co. 38%

Walworth Co. 10%

Milwaukee Co. 10%

Northern Illinois 12%

Remaining % from various counties in Wisconsin and Illinois

SPONSORSHIP OPPORTUNITIES:

To take full advantage of all advertising opportunities, we would ask for a sponsorship decision by September 1, 2018

Presenting Sponsor

\$3000

1 Available

Benefits:

Presenting Sponsor is entitled to all the benefits of the Print Sponsor plus:

Name listed on all advertising associated with the event including press releases, any applicable print or radio ads.

Verbal recognition during opening and closing remarks at each seating

An additional 4 tickets (16 tickets-2 tables for you, your clients, employees, family and friends to attend the event-reserve early) (\$960 value)

Print Sponsor

\$2400

1 Available

Monetary Donation or In-kind for providing up to 700 programs, 100 posters, and 1200 invitations (up to 1000 mailed)

Benefits:

Print Sponsor is entitled to all the benefits of the Entertainment Sponsor plus:

Name additionally listed on invitations and posters

An additional 2 tickets (12 total, must be reserved early to guarantee seats) (\$720 value)

Entertainment Sponsor

\$1200

1 Available

Benefits:

Entertainment Sponsor is entitled to all the benefits of the Table Sponsor plus:

A "Thank You" sign will be prominently displayed during the dinners

Promotional Materials will be made available to the guests who attend

2 additional tickets (10 total, must be reserved early to guarantee seats) (\$600 value)

Table Sponsor

\$600

Benefits:

Name announced during verbal "Welcome," listed in program, on OWF website, social media posts, e-newsletter, and in annual report. Sign placed on table. 8 tickets to attend the event (must be reserved 4 weeks in advance, based on availability, \$480 value)

Sponsorship Opportunities

Old World Wisconsin Events
(through Old World Foundation)

2018

Spring into the Past, 3 weekends in May

Independence Day, July 4

Autumn on the Farms, Sept. 1-October 14



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Wisconsin's Living History Museum

Old World Wisconsin—one of the nation's leading living history destinations—is located in Waukesha County and offers guests the opportunity to experience first-hand rural Midwestern immigrant life in the late 1800s and early 1900s. Relying heavily on hands-on experiences and a sense of fun, the nearly 600 acre regional history attraction has over 65 buildings featuring immigrant architectural styles relocated from around the state, ten working farmsteads containing historic animal breeds and heirloom gardens, and an 1880s Village. Interpreters in period clothing bring the guest experience to life.

Old World Wisconsin offers programming and events that share stories and experiences of immigrant life with approximately 70,000 visitors annually. These visitors are primarily families with school-age children and empty nesters—with one third coming from within a 25-mile area and another third from within 26-50 miles.

Spring Into the Past: As spring arrives, Old World Wisconsin is buzzing with activity that will awaken your senses and spark your curiosity! Come join in as we shear sheep, plant the fields, and begin our season of stories and play for all ages.

Independence Day: Celebrate the spirit of Independence Day in 19th century America. Make ice cream, play games and enter the famous greased pole contest. The July 4th event includes a pie eating contest, a parade and live music.

Autumn on the Farms Weekend: As days grow shorter, everyone on the farms joins together to harvest, butcher, pickle and preserve the bounty of the summer. Join us to share stories of community, learn tips for the gardens and kitchens and share the traditions of Autumn on the Farms with the next generation. Old World Wisconsin estimates that at least 400 people will attend this event each weekend with a total of 1600 people over the course of the four weekends.

As a Supporting Sponsor at the \$5000 level, you would receive:

Name or Logo on printed materials such as day of event handouts, brochures, print media recognition, link in e-newsletter from the Wisconsin Historical Society, on-site signage recognition, social media recognition, exhibitor table for the weekend, and 250 site passes to use at Old World Wisconsin in the 2018 season. Additional benefits may be available and potential sponsors are encouraged to discuss and specific recognition requests they may have.

To take full advantage of all advertising opportunities, we would ask for a sponsorship decision at least 10 weeks prior to the event.