



Old World Foundation

Funding Old World Wisconsin with Stewardship and Integrity since 1984

Sponsorship Opportunities for 2019

Who we are...

Old World Foundation was founded in 1984 to support projects and programs at Old World Wisconsin. We are an independent 501(c)(3) non-profit organization not affiliated with the state of Wisconsin. We are governed by a volunteer Board of Trustees who are passionate about our mission.

Old World Wisconsin is a 600-acre outdoor living history attraction on the border of Waukesha and Walworth Counties. It is home to over 60 historic buildings, 100 animals, 24 heirloom gardens and skilled, costumed facilitators who bring history to life for approximately 60,000 guests each year. Old World Wisconsin is a “living history” attraction that echoes with the laughter of guests experiencing the joy of learning.

Our mission statement: Old World Foundation enhances the preservation of Wisconsin history through independent support of museum visitation, educational outreach and maintenance of artifacts and building.

About our audience...

Our supporters are engaged. Of our supporters...

- 71% actively support our fundraisers and other events
- 44% are couples
- 41% are single females or do not list a significant other
- 15% are single males or do not list a significant other

Our donors/supporters live primarily within a 40 mile radius of Eagle, WI

- 37.44% of our donor base live in Waukesha Co.
- 15.20% in Walworth Co.
- 14.32% in Milwaukee Co.
- 4.85% in Racine Co.
- 3.96% in Dane Co.
- 3.74% in Jefferson Co.
- 6.61% in northern Illinois Counties
- Remaining supporters live in other counties within 40 miles of Eagle, WI

Let's Get Social and Digital



Average of 7,000 visits to our website every month with visitors averaging almost 4 minutes per visit.

oldworldfoundation.org

497 Facebook Likes



948 Subscribers to our e-newsletters

Our audience is responsive with a click-through rate of 57.88%

CSI is our media partner. We will be placing at least 2 full-page ads in the Walworth Co. Sunday this year. This has a total circulation of 32,580. In addition, our event posts would be re-broadcast to their Local2Local wall on their website and Facebook page. The Walworth Co. Sunday Facebook page has 10,337 page “likes.”

Our Opportunities are Custom...

- We don't use stock packages because we want to form partnerships. We want to create something just for you, designed to help you achieve your goals.
- We can explore the following opportunities:
 - Annual Sponsorship of Old World Foundation
 - Annual Sponsorship of Old World Wisconsin through Old World Foundation or OWW Event Sponsorship
 - Employer Match / Employee Engagement
 - Summer Fundraiser Sponsorship

Sunset Soiree...an enchanted evening celebrating historic restoration at Old World Wisconsin

Evening of June 22, 2019

150 engaged donors/attendees with disposable income and/or company reps. High ticket Live Auction items and Fund a Need Auction to benefit historic restoration

- Winter Fundraiser Sponsorship

Mexican Holiday Dinner...celebrating the holiday traditions of Mexico (36th Annual Event with a different theme each year)

Evenings of December 7, 8 & 14

400-500 engaged donors/attendees. Families, friends, company reps. with a passion for traditions

How can we provide the opportunities you are looking for?

Let's Connect!

I'm excited to talk about ways we can work together:

Gwen H. Griffin

Executive Director

Old World Foundation

ggriffin@friendsoww.org

262.594.2922

Thank you for your time and consideration!