



# Old World Foundation

*Funding Old World Wisconsin with Stewardship and Integrity since 1984*

Sponsorship Opportunities for 2020

# *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*



27,682 visits to our website in 2019 with the average visit lasting over 2 minutes.

[oldworldfoundation.org](http://oldworldfoundation.org)



951 Subscribers to our e-newsletters

562 Facebook Page Likes



In addition, we will be placing at least one large ad in the area papers this year to promote our summer fundraiser, Sunset Soiree. As an annual sponsor, your logo can be placed on this ad.

# *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  
As an Annual Sponsor, your company will be marketed throughout the entire year to thousands of people.
  - 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 a specific project or program at Old World Wisconsin***  
August 8, 2020 from 5:30-9:30 p.m.  
150 engaged donors/attendees with disposable income and/or company reps. High ticket Live Auction items and Fund a Need Auction to benefit a specific project or program at Old World Wisconsin.

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

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262.594.2922

*Thank you for your time and consideration!*