



Old World Foundation 2022 Sponsorship Categories with Potential Benefits:

*We can customize any sponsorship package to help you achieve your specific goals.
The benefits listed are ideas of what can be offered.*

Annual Corporate Sponsors:

This sponsorship assists Old World Foundation to continue to fulfill its mission of financial support for Old World Wisconsin and increase the amount we can offer to Old World Wisconsin in support.

Ideas of benefits/recognition OWF can offer:

Lead Annual Sponsor: \$3500

- List company name in annual report (printed and pdf available on website)
- Acknowledgement of Lead Annual Sponsorship with name and/or logo on OWF website for entire year.
- List company name and logo in every e-newsletter (10-15 times per year) with 2 feature stories and/or video linked to company website.
- Facebook and LinkedIn “thank you” two times per year
- Acknowledgement of Sponsorship at *Friends* Appreciation Day and Sunset Soiree events (and any additional events hosted by OWF).
- Acknowledgement of Sponsorship on paper invitations mailed to potential guests of Sunset Soiree
- Invitation for 2 people to attend *Friends* Appreciation Day at OWW in June with invitation to speak to attendees.
- Invitation for 6 people to attend Sunset Soiree event at Old World Wisconsin in August.
- Invitation to participate in 5-8 minute interview through Zoom to be placed on the OWF website, on YouTube channel, in e-newsletter, on Facebook and LinkedIn posts.

Supporting Annual Sponsor: \$1500

- List company name in annual report (printed and pdf available on website)
- Acknowledgement of Supporting Annual Sponsorship with name and/or logo on OWF website for entire year.
- List company name and logo in every e-newsletter (10-15 times per year) with 1 feature stories and/or video per year linked to company website.
- Facebook and LinkedIn “thank you” once per year
- Acknowledgement of Sponsorship at *Friends* Appreciation Day and Sunset Soiree events (and any additional events hosted by OWF).
- Acknowledgement of Sponsorship on paper invitations mailed to potential guests of Sunset Soiree
- Invitation for 2 people to attend *Friends* Appreciation Day at OWW in June
- Invitation for 2 people to attend Sunset Soiree event at Old World Wisconsin in August.

Continued on back

Sunset Soiree Corporate Sponsors:

Sunset Soiree is our annual fundraising celebration. Support from sponsors helps to offset the costs associated with this campaign. Presenting Sponsor sponsorships will be available at \$3000 each. Corporate Partner sponsorships will be available for \$1000 each.

In addition to these sponsorship opportunities for Old World Foundation, we are seeking sponsorships for several Old World Wisconsin events in 2022. These events include Independence Day, Fall Fun on the Farms, Halloween Legends and Lore, Home for the Holidays, and others. Sponsorships can also be offered to support non-event specific programming such as Historic "Base Ball" or Catch Wheel Fever. These sponsorships are generally for \$2500 to \$5000, and include additional outreach through social media and the OWW website, in addition to possible on-site recognition. More detailed information regarding the needs of OWW and the benefits offered for these sponsorships can be presented.

For more information, please contact:

Gwen Griffin, Executive Director, Old World Foundation, (262)594-2922 or ggriffin@friendsoww.org