



LAKELAWN
RESORT



BOYS & GIRLS CLUB
of Walworth County, Wisconsin

JULY 27-29, 2018

SHAKE THE LAKE 3-DAY MUSIC FESTIVAL SPONSORSHIPS

PLATINUM \$3,600	GOLD \$2,200	SILVER \$1,300	BRONZE \$600
<ul style="list-style-type: none"> • Dominant logo on STL materials for posters, brochures, banners* • Direct recognition in STL public advertising* • Dominant logo and link on STL content on Lakelawnresort.com • Inclusion in LLR STL social media and link – 20K FB, Instagram and Twitter • Inclusion in LLR STL Emails to 20K in S.E. Wisconsin and N. Illinois • Logo on (2) LLR digital billboards on Hwy 50 through event weekend • PA announcements • Access to VIP / Sponsor viewing area • Inclusion in Stage signage* • 10' X 10' Exhibit Space and promotion rights • Public Relations and media opportunities* • 80 STL Tickets X 3 days (\$3,600 value) 	<ul style="list-style-type: none"> • Inclusion in STL materials, including posters, brochures, banners* • Inclusion in STL public advertising* • Logo and link on STL content on Lakelawnresort.com • Inclusion in LLR STL social media and link - 20K FB, Instagram and Twitter • Inclusion in LLR STL Emails to 20K in S.E. Wisconsin and N. Illinois • PA announcements • Access to VIP / Sponsor viewing area • Inclusion in Stage signage* • 40 STL Tickets X 3 days (\$1,800 value) 	<ul style="list-style-type: none"> • Inclusion in STL materials, including posters, brochures, banners* • Logo and link on STL content on Lakelawnresort.com • Inclusion in LLR STL social media and link - 20K FB, Instagram and Twitter • Inclusion in LLR STL Emails to 20K in S.E. Wisconsin and N. Illinois • PA announcements • 20 STL Tickets X 3 days (\$900 value) 	<ul style="list-style-type: none"> • PA announcements • 10 STL Tickets X 3 days (\$450 value)

*Must receive sponsorship information by June 14th, 2018 to be included in materials.

A portion of the proceeds from Shake the Lake 2018 will benefit the Boys and Girls Club of Walworth County

ATTRACTION AND SPECIAL PROGRAM SPONSORSHIPS

BAND PERFORMANCE PRESENTING SPONSOR

\$500/performance | 5 Available

- Pre-performance meet & greet and photos with performers
- Introduce performance on stage / MC
- PA announcements
- Inclusion in LLR band schedule materials
- 10 Tickets for performance (\$150 value)

MAIN STAGE TITLE SPONSOR

Live Performances | \$2,200

- Name inclusion in event materials and STL Social Media
- Access to a VIP viewing section
- PA announcements
- PA flanking stage signage
- On-site presence adjacent to stage area
- 40 Tickets X 3 days (\$1,800 value)

LAKE-FRONT STAGE TITLE SPONSOR

DJ Mixes | \$1,500

- Name inclusion in event materials and STL Social Media
- PA announcements
- PA flanking stage signage
- On-site presence adjacent to stage area
- Promotion rights
- 30 Tickets X 3 days (\$1,350 value)

INTERACTIVE ACTIVITIES/ CHALLENGES AREA

\$1,500

- Name inclusion in event materials
- PA announcements
- Activities Area signage
- On-site presence adjacent to Activities Area
- Promotion rights
- 30 Tickets X 3 days (\$1,350 value)

3RD ANNUAL WALWORTH COUNTY BAGS CHAMPIONSHIP

Presenting Sponsor | \$500 plus in-kind prizes

- Name inclusion in with event descriptions
- PA announcements
- Featured in LLR STL Social Media
- 20 Tickets for Saturday (\$300 value)

COOL-DOWN MISTING STATION

\$1,500

- Name inclusion in event materials
- PA announcements
- Signage On-site presence adjacent to Cool-Down area
- Promotion rights
- 30 Tickets X 3 days (\$1,350 value)

CRAFT BEER EXPERIENCE

Presenting Sponsor | \$4,000

- Name inclusion in event materials
- Area signage
- On-site presence for education and sampling programs
- Promotion rights
- 80 Tickets X 3 days (\$3,600 value)

DAILY STL SOCIAL MEDIA GIVEAWAY

Presenting Sponsor | \$400/Giveaway plus in-kind prize | 3 Available

- Attendees submit photos or video from festival
- Inclusion in on-site Signage
- On-site PA announcements
- Featured in LLR STL Social Media
- LLR STL 20K FB, Instagram, Twitter
- 10 Tickets on Giveaway day (\$150 value)

CALLADORA SPA RELAXATION EXPERIENCE

Presenting Sponsor | \$1,200

- Name inclusion in event materials
- PA announcements
- Signage
- On-site presence adjacent to Spa Experience
- Promotion rights
- 20 Tickets X 3 days (\$900 value)

LIVE STREAM /VIDEO SPONSOR

\$400/Live video | 6 Available

- Logo, video mentions, Social tags, STL Marketing
- Featured in LLR STL Social Media
- LLR STL 20K FB, Instagram, Twitter
- 6 Tickets X 3 days (\$270 value)

FESTIVAL VIDEO PACKAGE PRESENTING SPONSOR

\$400/video capsule | 4 Available

- Content marketing asset featured in STL Social Media
- Event highlight video packages (music, food, activities, etc.)
- Logo, in show mentions, social tags
- LLR STL 20K FB, Instagram, Twitter
- 6 Tickets X 3 days (\$270 value)

CATEGORY EXCLUSIVITY AND PROMOTION RIGHTS

- Call to discuss

EXHIBITOR 10'X10' SPACE FOR 3 DAYS

\$1,200

- 16 Tickets X 3 days (\$720 value)



JULY 27-29, 2018

SHAKE THE LAKE 3-DAY MUSIC FESTIVAL SPONSORSHIP FORM

Shake the Lake promotions and advertising will commence in June. Please provide completed sponsorship form, payment and high-resolution digital company logo and link by **June 14, 2018** to ensure inclusion in designated Shake the Lake communications and collateral.

Company Name: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Web address: _____

Please provide a short description or tag lines about your company: _____

Please return this form with check made payable to Lake Lawn Resort no later than June 14, 2018 and mail to:

Lake Lawn Resort / Shake the Lake
2400 E. Geneva St. | Delavan, WI 53115

For more information please contact John Boler at 262-725-9210 or jboler@lakelawnresort.com.



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