



2024 EVENT SPONSORSHIP OPPORTUNITIES



FROM THE MAYOR

Dear Oak Creek Business Partner,

I want to thank you on behalf of the City of Oak Creek for being a successful business in our community. I believe that your success is our success. Companies and the communities they call home are dependent on one another, and both are focused on serving our customers or constituents. Businesses such as yours are genuinely creators of what communities are built upon.

Oak Creek has experienced unprecedented growth over the last several years, and we anticipate that this trend will continue for years to come. As a City, we take pride in the fact that our philosophy of being progressive, fair, and honest, has helped us attract many great business partners. Part of our strategic mission, as an organization, is to help you grow and succeed as a business.

Greater name recognition in the Oak Creek community is one of the first steps to achieve higher growth. It is with that thought that I would invite you to consider having your business become a sponsor – or continue to sponsor – of one or more of our many community events held throughout the year. These events bring residents and businesses together to celebrate being part of something bigger than themselves, the community. This spirit of unity and pride we see at our events has helped Oak Creek prosper and grow. I believe the same is true for our business partners as well.

The following publication is a sponsorship packet for you to review. In it, you will find a listing of events planned for this year. Our event organizers would be pleased to meet with you to build a sponsorship package to suit the needs of your business. I am confident that as a business partner, your sponsorship will lead to a greater connection to our city and its residents.

Please consider being part of this exciting and unique time in Oak Creek. We hope that as Oak Creek continues to grow, your business prospers and grows with it. Please feel free to contact us for more information or to set up a meeting to discuss sponsorship opportunities with our event leads.

Thank you for your consideration.

Wishing you much success,

Dan Bukiewicz
Mayor City of Oak Creek



ABOUT

Founded in 1955, Oak Creek is part of the Milwaukee metropolitan area located in Southeastern Wisconsin. In recent years, it has become a destination for both residents and visitors.

Hailed as the place where city meets country, Oak Creek is beloved for its proximity to Milwaukee while being tucked away at the edge of the lake. In addition to its stunning nature trails and beautiful views of Lake Michigan, Oak Creek's uniqueness is due in part to its incredible downtown district, Drexel Town Square, which was established well after the city itself. What was once a dream has become a destination for outdoor concerts, farmers markets, holiday events, and much, much more. Currently, Oak Creek hosts fifteen annual events, a number that increases as attendance grows year over year.

In 2019, Oak Creek was featured on *Discover Wisconsin* and *Around the Corner with John McGivern*. In just a few short years, Oak Creek has transformed into a place where people gather to experience the very best of Wisconsin.

Check out our catalogue to see how you can become part of the excitement by sponsoring an event!

ADDRESS

Oak Creek City Hall
8040 S. 6th St.
Oak Creek, WI 53154

OFFICE HOURS

Monday–Friday
7:30 AM–4 PM

PHONE

414.766.7000

EMAIL

events@oakcreekwi.gov

WEBSITE

visitoakcreek.com

FACEBOOK

facebook.com/visitoakcreek

INSTAGRAM

instagram.com/visitoakcreek



WHY BE A SPONSOR?

In the City of Oak Creek, we pride ourselves on moving forward and making progress, even through challenging times. The community events found in this book cannot take place without your generous support. We understand that the uncertainty of the past several years has made a substantial impact on many Oak Creek businesses and organizations, and we want to partner with you in a customized way that optimizes your value. Let's work together to make these events the best they can be in 2024! How can we best represent your business or organization to the community and visitors?

Please visit our website at oakcreekwi.gov, under the **VISITOR** tab to submit interest in partnering through **Event Sponsorship Opportunities** OR email events@oakcreekwi.gov to start the conversation.

We look forward to talking with you!

Sincerely,

The City of Oak Creek Events Team

Paula Nevarez (*Leisure Services Assistant*)

Dawn Carrillo (*Oak Creek Farmers Market Manager*)

SPONSORSHIP LEVELS

SPONSORSHIP PACKAGES	\$500 to \$1,000	\$1,000 to \$5,000	\$5,000 and up	\$500 to \$10,000	In-Kind Donation Sponsor
Digital recognition (website and social media)	●	●	●		Determined by value of donation
Print recognition (ads, signage, event flyers, etc.) + Digital recognition		●	●		
On-Site recognition (booth or activity) + Digital and Print Recognition			●		
Music (custom package)				●	



2024 EVENT CALENDAR

APRIL

SNEAK PEEK OAK CREEK

Saturday, April 27
Drexel Town Square & local area businesses

MAY

FARMERS MARKET

Saturdays, May 11 – October 19 (No Market July 20)
Drexel Town Square

JUNE

OAK CREEK DAY OF WELLNESS

Saturday, June 8
Drexel Town Square

STARS ON THE SQUARE / FLAG DAY CELEBRATION

Friday, June 14
Drexel Town Square

POP-UP BEER GARDEN

Thursday, June 13 – Saturday, June 15
Drexel Town Square

BREWS AND BRAWLS

Sunday, June 16
Drexel Town Square

FARE IN THE SQUARE FOOD TRUCK NIGHT & OUTDOOR MOVIE NIGHT

Wednesday, June 26
Drexel Town Square

JULY

4TH OF JULY CELEBRATION PARADE

Tuesday, July 4
Groveland Dr. and Verdev Dr. to American Legion Post 434

4TH OF JULY CELEBRATION FIREWORKS

Tuesday, July 4
Lake Vista Park

POP-UP BEER GARDEN

Thursday, July 11 – Saturday, July 13
Drexel Town Square

DOG DAYS AT DREXEL

Friday, July 19 & Saturday, July 20
Drexel Town Square

FARE IN THE SQUARE FOOD TRUCK NIGHT

Wednesday, July 31
Drexel Town Square

AUGUST

POP-UP BEER GARDEN

Thursday, August 15 – Saturday, August 17
Drexel Town Square

FARE IN THE SQUARE FOOD TRUCK NIGHT & OUTDOOR MOVIE NIGHT

Wednesday, August 21
Drexel Town Square

SEPTEMBER

FARE IN THE SQUARE FOOD TRUCK NIGHT

Wednesday, September 25
Drexel Town Square

GREEN & GOLD TAILGATE PARTY

TBD
Drexel Town Square

CAFE: A CELEBRATION OF CULTURE

Saturday, September 21
Drexel Town Square

OCTOBER

KITES IN FLIGHT

Saturday, October 5
Lake Vista Pavilion

FALL FESTIVAL & HARVEST MARKET


Saturday, October 19
Drexel Town Square

DECEMBER

LIGHT THE SQUARE HOLIDAY CELEBRATION

Friday, December 6
Oak Creek Civic Center/Drexel Town Square

- OAK CREEK -
**FARMERS
MARKET**
DREXEL TOWN SQUARE

 SATURDAYS, MAY 11 – OCTOBER 19
(No Market July 20)

 9 AM – 1 PM

 24 WEEK EVENT - 20,000

 DREXEL TOWN SQUARE

With a nod to Oak Creek's agricultural roots, the *Oak Creek Farmers Market* offers the best of a classic farmer's market while being located in a contemporary community gathering space. Our wide-open market offers locally grown farm fresh foods, at their peak of freshness. Many of the farmers pick their produce in the morning and make it available for the start of the 9 a.m. market in Oak Creek.

The market finished its sixth successful season during 2023! This city-run market has grown immensely popular due to the sustainable products, public health awareness, nutrition, and community education of access to local produce. After several years of successful 20-week seasons, we expanded the market to 24 weeks in 2022, which resulted in record sales and attendance for the season. We saw an increase of 100% in sales this year, making the *Oak Creek Farmers Market* the fastest growing market in the state.

Sponsorships are limited, but do include the opportunity for a booth at the market(s), as well as a list of ways you will get exposure for your brand. This is the only way a business can attend the market, we do not sell spaces unless you are a vendor selling a home made, home grown, or hand-made product.

To discuss sponsorship opportunities please email Dawn Carrillo, Oak Creek Farmers Market Manager at dcarrillo@oakcreekwi.gov

PARTNERSHIP OPPORTUNITIES

For 2024, the *Oak Creek Farmers Market* will be offering several partnership opportunities to continue the mission of the market. They include:

LIVE MUSIC

Visitors to the market love the live music each week. We invite local artists to play in the square each Saturday. Sponsorship covers the cost of this live music for the season.

NON-PROFIT SPACE

One vendor space weekly is dedicated to a non-profit organization that wants to meet with the community. This is an educational opportunity for the customers and vendors. This sponsorship helps cover costs associated, for example tent and table rentals.

CHILDRENS' EDUCATIONAL PROGRAMS (SPROUTS ACTIVITY AREA)

Each week the market offers a dedicated children's program. We welcome partners/local businesses to provide activities to teach children and their parents. Examples are events like scavenger hunts, rock painting, fire safety, math skills, and library reading time. Families take a few minutes to stop shopping and spend quality time with their kids. Sponsorship covers costs associated with 24 weeks of activities.

FOOD SHARE MATCH PROGRAM

Our Market believes in offering quality produce to all by offering a match in Food Share dollars. For every dollar a Food Share participant spends at our market, we will match a dollar (up to \$20 per week) to be used for fresh food.

We are proud to be one of only a few markets in Wisconsin who match WIC benefits for children and seniors. 2024 will be the sixth year to offer this outstanding program for low-income customers. Sponsorship covers the cost of the match and related materials associated with this program.

WATER SALES FUNDRAISING OPPORTUNITY

Each week, an Oak Creek youth group sells water for \$1 a bottle as a fundraiser. This is open to all Oak Creek organizations of school-age children, including sports teams, best buddies, scouts, etc., giving them the opportunity to raise money and gain communication skills with the public! Sponsorship covers the cost of the water so that they raise 100% of their efforts.

TASTE IT TENT

In 2022, the market introduced a “Taste It Tent” in the center of the square. Each week, volunteers served samples of a local produce item to the market visitors. This was a huge hit, and a great way for patrons to try a fruit or vegetable they’d never had before. This tradition will continue in 2024, and continue to feature healthy options for market-goers to sample! Sponsorship of this tent will offset the costs of the items needed to prepare and serve.

CHILDREN TASTE IT TOKENS

The farmers market offers \$2 tokens free to children each week at the market. They can use these tokens to purchase their own fresh produce. This encourages children to make healthy choices and to get comfortable speaking with the farmers; growing a new generation of market customers. Sponsorship will cover the cost to reimburse the farmers who take the coins

SPECIAL EVENTS


Markets throughout the season offer fun and educational opportunities that are extremely popular, driving additional traffic to the market. Sponsorships are needed to defer the costs and are a great way to get involved.

Events include: Opening Day, Puzzle Exchange, 4th of July, Oak Creek - Meet the Mayor, Chess Day, Pickle Fest, National Farmers Market Week, Badger Football Opening, Salsa Showdown, and Corn Fest.





 THURSDAY, JUNE 13 – SATURDAY, JUNE 15
THURSDAY, JULY 11 – SATURDAY, JULY 13
THURSDAY, AUGUST 15 – SATURDAY, AUGUST 17

 THURSDAYS & FRIDAYS: 4 PM – 9 PM
SATURDAYS: 3 PM – 9 PM

 1500+ IN ATTENDANCE PER WEEKEND

 DREXEL TOWN SQUARE

Cheers!

Mark your calendar the *Oak Creek Pop-Up Beer Garden* featuring your favorite craft beers drafts, local featured brews, and other favorites!

Meet your friends and neighbors and enjoy cold beer, live entertainment, food, theme nights, music bingo, Oak Creek Idol Showcase, Beer Garden Olympics and more! On June 16, we will have a special Father's Day Brews and Brawls Beer Garden, featuring ICW pro-wrestlers and celebrity guests!

In 2024 we hope to double our attendance and make our beer garden the one that residents and visitors will continue to talk about and enjoy.



WEDNESDAY, JUNE 26 (includes *Outdoor Movie Night*)
WEDNESDAY, JULY 31
WEDNESDAY, AUGUST 21 (includes *Outdoor Movie Night*)
WEDNESDAY, SEPTEMBER 25



4 PM – 9 PM (Except on *Outdoor Movie Night*, when film ends at 10 PM)



400+ IN ATTENDANCE



DREXEL TOWN SQUARE

The **Fare in the Square** food truck night has something for everyone! Food brings people together, not only our community, but visitors to our City as well!

The City of Oak Creek brings a variety of food trucks to the square on select Wednesday nights in the Summer. Enjoy Milwaukee's best food trucks, plus craft beers, live music, and fun games!

DREXEL
TOWN SQUARE
**Movie
Night**

**BACK AGAIN FOR 2024 -
ENJOY DINNER AND A MOVIE!**

On June 26 and August 21, our **Fare in the Square** food truck night will be combined with an **Outdoor Movie Night**! What's a better way to enjoy a Summer night than with amazing food and a great, family-friendly movie?

Bring your chairs and blankets and sit out under the stars!



4TH OF July CELEBRATION

Oak Creek's *4th of July Celebration* is the city's longest-standing event, begun in 1959 – only 4 years after the incorporation of our City– and is run entirely by the volunteers of the Oak Creek Celebrations Commission.

Since its inception, the parade and fireworks have always been the highlights of the day . . . a tradition that remains strong nearly 65 years later. These patriotic celebrations are made bigger and better with the support of our community partners and local businesses!



PARADE

 TUESDAY, JULY 4

 9 AM START TIME

 8,000+ IN ATTENDANCE

 E. GROVELAND DRIVE AND S. VERDEV
DRIVE TO THE AMERICAN LEGION POST 434

Our 4th of July parade consists of a variety of entertainment. From clowns to stilt walkers, high school band to college bands, from Chicago to Baraboo, kids and adults alike, come from all over to participate in the Oak Creek parade! Spectators can join us after the parade at the American Legion Post to enjoy free ice cream, food, children's games and prizes, face painting and entertainment.

FIREWORKS

 TUESDAY, JULY 4

 DUSK START TIME

 5,000+ IN ATTENDANCE

 LAKE VISTA PARK

Our fireworks, new to Lake Vista, brings in a few thousand people who plan their whole day around this part of our July 4th festivities. From setting up tents and cooking out, to laying down blankets and taking in the view. This event in its new and open location lends itself to multiple opportunities to service citizens.



DOG DAYS AT DREXEL



FRIDAY, JULY 19 & SATURDAY, JULY 20



FRIDAY, 5 PM – 9 PM & SATURDAY, 9 AM – 4 PM



4,000+ IN ATTENDANCE



OAK CREEK CIVIC CENTER/ DREXEL TOWN SQUARE

Bring your whole “pack” to Drexel Town Square for *Dog Days at Drexel*, one of Oak Creek’s most popular events! You can enter your dog in a costume contest, check out canine demonstrations and register for Pier Pups canine dock jumping. 40+ vendors also have great dog products—like treats and toys!

FRIDAY ACTIVITIES

- DJ music
- Pier Pups, LLC dock diving trial session
- Food and beverages
- Vendors

SATURDAY ACTIVITIES

- K-9 demonstrations
- Caricaturist
- Costume contest
- Face painting
- Food and beverages
- Pier Pups, LLC dock diving competition
- Vendors



 SATURDAY, SEPTEMBER 21

 1 PM - 5 PM

 1,200+ IN ATTENDANCE

 DREXEL TOWN SQUARE

CAFE stands for Culture, Art, Food, and Entertainment. This one-day event is free of charge and perfect for all ages. Come celebrate the many cultures of Oak Creek, through entertainment, cuisine from different countries, informational booths and more!

Our 2023 *CAFE* event was a huge success with over a thousand people in attendance!

2024 is an opportunity to grow *CAFE*. This is where your sponsorship becomes so important. We estimate 16+ groups to participate in the 2024 *CAFE* event.





— OAK CREEK —

FALL FESTIVAL

DREXEL TOWN SQUARE



SATURDAY, OCTOBER 19



9 AM – 4 PM



5,000+ IN ATTENDANCE



DREXEL TOWN SQUARE

Fall Festival is our harvest tradition in Drexel Town Square! It is one of our best attended events by our residents and visitors to our city as well. Bring the whole family out for a day filled with family-friendly activities. It's an outdoor event that's our way to celebrate everything autumn.

Fall Festival also marks the final week of the *Oak Creek Farmers Market* season. Regular vendors are invited to remain for the duration of festival, giving guests the chance to stock up on their market favorites.

This free event offers food and beverages from local area businesses, as well as free arts and crafts for children, a bounce house, live music, games, and more! These activities are a huge success and need sponsorships to cover associated costs.

OUTDOOR ACTIVITIES

- Farmers Market
- Caricatures
- Petting zoo
- Costume Parade
- Face painting
- Crafts
- Live music
- Pony rides
- Hayrides through Emerald Preserve



DREXEL TOWN SQUARE

Light the Square

HOLIDAY CELEBRATION



FRIDAY, DECEMBER 6



5:30 PM – 7:30 PM



1,500-2,000 IN ATTENDANCE



DREXEL TOWN SQUARE/OAK CREEK CIVIC CENTER

Light the Square is holiday event that premiered in Drexel Town Square over the 2020 holiday season and has been a much-anticipated event ever since. We are proud of this new annual tradition and hope to grow it every year. Businesses will have the opportunity to help light the square with amazing holiday displays ranging from pole mounts to ground displays.

For the holiday kick-off event, families and friends gather in Drexel Town Square to watch the lighting of the square while enjoying hot chocolate and festive treats. Each year, there are family-friendly activities to try and a visit from Santa and other special guests - perfect for fun holiday photos.

The holiday light display remains up for the holiday season, bringing cheer to those visiting Drexel Town Square throughout the month of December.



NEW EVENTS FOR 2024

We are very proud of our well-established events found on the preceding pages of this book . . . but we are always looking for unique new events to bring to our residents and visitors! This year, we've got two new events on the calendar, and we welcome you to consider supporting them.



 SATURDAY, OCTOBER 5

 1 PM – 6 PM

 LAKE VISTA PARK

The City of Oak Creek is excited to bring you Kites in Flight. This brand new event will be held on the beautiful shores of Lake Michigan at Lake Vista Park.

This event features small and large kite flying demonstrations, fly your own kite, kite decorating, live music, food drinks, face painting, bounce house, yard games and more!

GREEN & GOLD TAILGATE

Gooooo Team!

Come out to Drexel Town Square and cheer on the state's favorite football team on the big screen!

Enjoy live music before and after game, food, beer, bloody marys, games, surprise celebrity guest and more! Wear your green and gold!

 SUNDAY, SEPTEMBER 14 (TENTATIVE)

 11 AM – 5 PM

 DREXEL TOWN SQUARE

Sneak Peek AT OAK CREEK

The popular **Sneak Peek at Oak Creek** returns on Saturday, April 27 from 9 a.m. – 4 p.m. This open house event is a great way for residents and tourists to visit, explore, and enjoy our city! **Sneak Peek at Oak Creek** presents an opportunity for people to peek inside and satisfy their curiosity about notable locations and hidden gems. This free community event will include in-depth tours at various Oak Creek businesses.

The goal of this event is to show case our city, welcome exploration, and foster pride in Oak Creek and the built environment. If your business would like to participate, please email to events@oakcreek.org. Participating businesses will be asked to provide tours throughout the day.

We look forward to visiting your business at this year's **Sneak Peek at Oak Creek!**



OAKCREEK
— WISCONSIN —

CONTACT INFORMATION

More information at visitoakcreek.com.
For questions email events@oakcreekwi.gov.