



VILLAGE OF DEFOREST SPONSORSHIP BROCHURE

Village of DeForest

120 S. Stevenson St.
DeForest, WI 53532
Phone: 608.846.6751



2024



The Village of DeForest invites you and your company to become a Business Sponsor in 2024! As a sponsor, you are demonstrating positive corporate citizenship and greater visibility of your company throughout the community. The cross marketing offered will benefit your business and strengthen your roots in the community.

Partnering with the Village of DeForest strengthens our efforts to build a stronger and more connected community. Without the support and dedication of our local businesses, we would not be able to provide the quality events, programs and services to the community.

Thank you for considering this invitation to become part of our sponsorship programs and making an impact in the Village of DeForest.



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Connect With Us!

Village of DeForest



@DeForestWI



@DeForestWI

DeForest Parks & Recreation



@deforestparkandrec



@deforestparkandrecreation

DeForest Farmers Market



@deforestmarket



@deforestmarket



Fri-YAY! Eve



PRESENTING SPONSOR - \$1,500 (2 Available)

- Booth at All Events (3)
- Logo on Posters
- Logo Recognition on Banners Throughout the Community (3)
- Logo on Can Koozies (750)
- Logo on Social Media Communication
- Logo Placed on Fireman's Park Arc Banner
- Logo Placed on Bandshell Banner

ENTERTAINMENT SPONSOR - \$500

- Booth at 1 Event
- Name on Posters
- Name Recognition On Site
- Name on Social Media Communication

Thursday Evenings
May 30
June 20
July 11
5:30 - 8:30 pm

350+ Avg. Attendance



Brews & Bites



PRESENTING SPONSOR - \$1,500 (2 Available)

- Booth at All Events (3)
- Logo on Posters
- Logo Recognition on Banners Throughout the Community (3)
- Logo on Can Koozies (750)
- Logo on Social Media Communication
- Logo Placed on Fireman's Park Arc Banner
- Logo Placed on Bandshell Banner

Thursday Evenings
July 25
August 15
August 29
5:30 - 8:30 pm

500+ Avg. Attendance

ENTERTAINMENT SPONSOR - \$500

- Booth at 1 Event
- Name on Posters
- Name Recognition On Site
- Name on Social Media Communication

Friday Flicks



PRESENTING SPONSOR - \$1,500 (2 Available)

- Booth at All Events (3)
- Logo on Posters
- Logo Recognition on Banners Throughout the Community (3)
- Logo on Can Koozies (750)
- Logo on Social Media Communication
- Logo Placed on Fireman's Park Arc Banner
- Logo Placed on Bandshell Banner

Friday Evenings
May 17
June 7 w/Bike Rodeo
August 9
5:30 - 10:30 pm

150 - 200 Avg. Attendance

ENTERTAINMENT SPONSOR - \$500

- Booth at 1 Event
- Name on Posters
- Name Recognition On Site
- Name on Social Media Communication

Yahara Riverfest

BROOK TROUT - \$1,000+

- Large Logo on Posters
- Large Logo on T-Shirts
- Large Logo on Frisbees
- Name on Chamber Calendar
- Large Logo on 4th of July Parade Banner
- Logo on Save the Date Postcards (1000)
- Recognition on All Media Communication

BROWN TROUT - \$500

- Small Logo on Posters
- Small Logo on T-Shirts
- Small Logo on Frisbees
- Name on Chamber Calendar
- Small Logo on 4th of July Parade Banner
- Logo on Save the Date Postcards (1000)

BLUEGILL - \$250

- Name on Posters
- Name on T-Shirts
- Name on Frisbees

SUNFISH - \$100

- Name on Posters
- Name on T-Shirts



Saturday
September 7
12:00 - 4:00 pm

1500+ Avg. Attendance
Live Entertainment
Food Vendors
Free Family-Friendly



Holiday Trees in Fireman's Park

MAIN TREE SPONSOR - \$2000 (1 Available)

- Logo Placed on Bandshell Banner
- Recognition on Media Communication
- Logo on Giveaways

REINDEER SPONSOR - \$1000 (2 Available)

- Business Name on Sign
- Recognition on Media Communication

MAIN TREE DECORATING - \$500 (1 Available) SPONSOR

- Decorate 15ft-18ft Holiday Tree
- Business Name on Sign
- Recognition on Media Communication

TREE WALK SPONSOR - \$250 (10 Available)

- Decorate 10ft Holiday Tree
- Business Name on Sign
- Recognition on Media Communication



Holiday Tree Lighting

4th Annual
Community Tree Lighting

Wednesday
December 4
5:00 - 7:00 pm

1000+ Attendance



Candle Light Hike

PRESENTING SPONSOR - \$1,500 (1 Available)

- Booth at Event
- Logo Recognition on Banners Throughout the Community (3)
- Logo on Media Communication
- Logo on Photo Booth Frame
- Logo Recognition On Site

ENTERTAINMENT SPONSOR - \$500 (2 Available)

- Name on Media Communication
- Name Recognition On Site

Candle Light Hike

WESTERN
GREEN
PARK



Friday
December 6
5:00 - 7:00 pm

750+ Attendance

Farmers' Market



PRESENTING SPONSOR - \$3,000 (1 Available)

- Special Event Named After Your Business
- Booth at Every Market (21 Days)
- Business Info in Market Tent Rack
- Logo on Market Tent Sign
- Logo Recognition on Printed Materials
- Logo on Farmers' Market Easels Placed Throughout the Village (5 Locations)
- Inclusion of Business on Social Media During the Market Season
- Logo Placed on Fireman's Park Arc Banner

PLATINUM SPONSOR - \$500

- Special Event Named After Your Business
- Booth at 3 Market Days
- Business Info in Market Tent Rack
- Business Name on Market Tent Sign
- Business Name Recognition on Printed Materials
- Sponsor Spotlight on Social Media

GOLD SPONSOR - \$250

- Booth at 1 Market Day
- Business Info in Market Tent Rack
- Business Name on Market Tent Sign
- Sponsor Spotlight on Social Media

SILVER SPONSOR - \$100

- Business Info in Market Tent Rack
- Business Name on Market Tent Sign
- Sponsor Spotlight on Social Media

COPPER SPONSOR - \$50

- Business Info in Market Tent Rack



Tuesdays
June 4 - October 15
3:30- 6:30 pm

20 Weeks
150-200 Weekly Shoppers
Average 15+ Vendors
Live Music



@deforestmarket
2.8K Followers



@deforestmarket
479 Followers

League Sponsors

LEAGUES	PLAYERS	\$300 EA.
Blastball	130+	Logo or Name Recognition on Team Jerseys and Social Media
Co-Ed T-Ball	130+	
Rookie Boys Baseball	40+	
Rookie Girls Softball	40+	
Travel Girls Softball	30+	
Flag Football K-1st	110+	
Flag Football 2nd-3rd	160+	
Flag Football 4th-8th	40+	
U6 Soccer	180+	
U8 Soccer	160+	
U10 Soccer	60+	
Basketball K-1st	90+	
Basketball 2nd	50+	
Basketball 3rd-4th	25+	
Basketball 5th-6th	10+	



Travel Flag Football Tournament Sponsor - \$300 (6 Available)

- Banner at Tournament
- Logo on Tournament Brackets
- Recognition on Media Communication



"DeForest Parks and Recreation not only provides kids with a great opportunity to try various sports, but also a time for parents to connect and meet other families within the DeForest community. It's a win for the entire family!"
- Park & Recreation User

Fireman's Park

PLAYGROUND - \$10,000

- Name Plate on Designated Playground Sign
- Term: Est. 15 Years
- 3 Available

BENCH - \$2,000

- Name Plaque Embedded in Bench
- Term: Est. 10-15 Years

PICNIC TABLE - \$1,000

- Name Plaque Embedded in Table
- Made of Material from Urban Forestry Trees

TREE SPONSOR - \$500

- Name Plate on Designated Tree Sign
- Term: Est. 15 Years

CASH DONATION - \$250

- Large Name Plate on Cash Donor Sign
- Term: Est. 15 Years

CASH DONATION - \$50

- Small Name Plate on Cash Donor Sign
- Term: Est. 15 Years



Fireman's Park
Naming Rights
Opportunities!

Band Shell
Splash Pad

Contact Village Staff
for more information!

DeForest Village Hall
120 S. Stevenson St.
608-846-6751



Tribute Tree & Bench

TRIBUTE TREE - \$300

- Name Plate on Designated Tree Sign
- Planting & Maintenance of Tree

Tree(s) will be planted within 6 months of approval of the request and receipt of funds.

TRIBUTE BENCH - \$1,100

- Name Plaque Embedded in Bench
- Installation & Maintenance

Tribute bench is 4' long with an inground mount with recycled plastic slats.

Plaques are 5"x2" and can be up to 4 lines.



Contact Village Staff for more information on tree species available and location of placement!

Park Fence Advertising Sign

Fireman's Park, Yahara Park & Marvin & Marie Schweer's Dog Park

FIRST YEAR SPONSOR - \$400

- Making of a 4' x 8' Metal Sign to be Displayed in Park

SECOND YEAR SPONSOR - \$150

- Sign Displayed in Park



DeForest Athletic Complex

COMPLEX NAMING RIGHTS - \$400,000

- Payment Terms: 10 years
- Terms of Sponsorship: 10 years
- 1 Available

FIELD NAMING RIGHTS - \$100,000

- Payment Terms: 10 years
- Terms of Sponsorship: 10 years
- 3 Available

CONCESSION HOUSE - \$100,000

- Payment Terms: 10 years
- Terms of Sponsorship: 10 years
- 1 Available

DUG OUTS - \$50,000

- Payment Terms: 5 years
- Terms of Sponsorship: 10 years
- 7 Available

OUTFIELD ADVERTISING SIGN - \$7,500

- Payment Terms: 5 years
- Terms of Sponsorship: 5 years



DeForest Athletic Complex
6751 River Rd
DeForest

A state-of-the-art facility located on 25 acres with excellent access to 139/90/94 that welcomes teams spring through fall.

Along with hosting tournaments this complex is the home to our community youth and adult softball leagues.

2023 Tournament Season

14 Tournament Weekends
380+ Teams Visiting DeForest
Est. over 19K+ Spectators, Coaches
& Players at the Complex



DeForest Athletic Complex



Additional Opportunities

CASH DONATION - \$500

Large Donor Homeplate Plaque

Term: 15 years

CASH DONATION - \$250

Medium Donor Homeplate Plaque

Term: 15 years

CASH DONATION - \$50

Small Donor Homeplate Plaque

Term: 15 years





Village of DeForest
Sponsorship Application

120. Stevenson St. DeForest 53532 608-846-6751

Contact Information

Name of Business: _____ Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____ Website: _____

Social Media Accounts: _____

☐

By checking this box you agree you have read and understand the Village of DeForest Sponsorship Policy.

Signature: _____ Printed Name: _____

Partnering with the Village of DeForest strengthens our efforts to build a stronger and more connected community. Without the support and dedication of our local businesses, we would not be able to provide the quality events, programs and services to the community. Thank you for your consideration.

Special Events in Fireman's Park

Presenting Sponsor (\$1,500 per series)

☐

Fri-YAY! Eve

☐

Brews & Bites

☐

Friday Flicks

Entertainment Sponsor (\$500 per event)

☐

Fri-YAY! Eve

☐

Brews & Bites

☐

Friday Flicks

Yahara Riverfest

☐

Brook Trout (\$1,000+)

☐

Brown Trout (\$500)

☐

Blue Gill (\$250)

☐

Sunfish (\$100)

Tribute Tree & Bench

☐

Tribute Tree (\$300)

☐

Tribute Bench (\$1,100)

(4 lines with 15 letters/spaces per line)

Holiday Trees in Fireman's Park

☐

Main Tree Sponsor (\$2,000)

☐

Reindeer Sponsor (\$1000)

☐

Main Tree Decorating Sponsor (\$500)

☐

Tree Walk Sponsor (\$250)

Candle Light Hike

☐

Presenting Sponsor (\$1,500)

☐

Entertainment Sponsor (\$500)

Farmers' Market

☐

Presenting Sponsor (\$3,000)

☐

Platinum Sponsor (\$500)

☐

Gold Sponsor (\$250)

☐

Silver Sponsor (\$100)

☐

Copper Sponsor (\$50)

League Sponsor (\$300 each league)

1. _____

2. _____

☐

Travel Flag Football Tournament (\$300)

Continues to other side

Fireman's Park

- ☐ Band Shell Naming Rights
- ☐ Splash Pad Naming Rights
- ☐ Playground (\$10,000)
- ☐ Bench (\$2,000)
- ☐ Picnic Table (\$1,000)
- ☐ Tree Sponsor (\$500)
- ☐ Cash Donation (\$250)
- ☐ Cash Donation (\$50)

Playground: 3 lines total (line 1: 20 letters/spaces, line 2: 15 letters/spaces, line 3: 10 letters/spaces)

Bench: 4 lines total (each line maximum 20 letters/spaces)

Picnic Table: 3 lines total (each line maximum 9 letters/spaces)

Tree Sponsor: 3 lines total (each line maximum 12 letters/spaces)

\$250 Cash Donation: 3 lines total (each line maximum 9 letters/spaces)

\$50 Cash Donation: 3 lines total (each line maximum 9 letters/spaces)

Park Fence Advertising Sign

Select Location & Quantity of Sign in Box.

- ☐ Fireman's Park ☐ Dog Park
- ☐ Yahara Park
- ☐ First Year Sponsor (\$400)
- ☐ Second Year Sponsor (\$150)

Please use lines if your donation requires a message.

DeForest Athletic Complex

- ☐ Complex Naming Rights (\$400,000)
- ☐ Field Naming Right (\$100,000)
- ☐ Concession House (\$100,000)
- ☐ Dug Out (\$50,000)
- ☐ Outfield Advertising Sign (\$7,500)
- ☐ Cash Donation (\$500)
- ☐ Cash Donation (\$250)
- ☐ Cash Donation (\$50)

Return form and payment to: Village of DeForest
120 S. Stevenson St.
DeForest, WI 53532

Checks payable to: Village of DeForest

All corporate sponsorship opportunities will be guided by a sponsorship agreement to follow initial discussion.
Please contact DeForest Village Hall for indicate your initial interest.

\$500 Cash Donation: 5 lines total (line 1-3: 25 letters/spaces, line 4-5 18 letters/spaces)

\$250 Cash Donation: 4 lines total (line 1-3: 20 letters/spaces, line 4: 10 letters/spaces)

\$50 Cash Donation: 4 lines total (each lines maximum 20 letters/spaces)

Office Use Only

Special Events (23)(2305)

Fireman's Park (25)(2538)

Park Fence Ad Sign (19)(1934)

Farmers Market (23)(2320)

Tribute Tree (24) (2414)

Athletic Complex (25)(2539)

Youth Leagues (19)(1915)

Tribute Bench (24)(2415)

Date Rec'd _____ Rec'd By _____ Check _____ Cash _____ Amount _____

