2020 EVENT SPONSORSHIP OPPORTUNITIES
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!
2020 EVENT CALENDAR

FEBRUARY

WINTERFEST
Saturday, February 15
Oak Creek Civic Center/Drexel Town Square

APRIL

COMMUNITY EASTER EGG HUNT
Saturday, April 4
Oak Creek Civic Center/Emerald Preserve

JUNE

FARMERS MARKET
Saturdays, June–October
(20 weeks, no market July 4)
Drexel Town Square

BEER GARDEN #1
Thursday, June 11–Sunday, June 14
Abendschein Park

SUMMER SOULSTICE MUSIC FESTIVAL
Saturday, June 13
Abendschein Park

MOVIE NIGHT #1
Friday, June 26
Drexel Town Square

JULY

FARMERS MARKET
Saturdays, June–October
(20 weeks, no market July 4)
Drexel Town Square

MOVIE NIGHT #2
Friday, July 31
Drexel Town Square

4TH OF JULY CELEBRATION PARADE
Saturday, July 4
E. Groveland Drive and S. Verdev Drive
to the American Legion Post 434

4TH OF JULY CELEBRATION MAYOR’S
BIKE, WAGON AND STROLLER CONTEST
Saturday, July 4
American Legion Post 434

4TH OF JULY CELEBRATION FIREWORKS
Saturday, July 4
Lake Vista Park

BEER GARDEN #2
Friday, July 10–Monday, July 13
Drexel Town Square

DOG DAYS AT DREXEL
Friday, July 24 & Saturday, July 25
Oak Creek Civic Center/Drexel Town Square

AUGUST

FARMERS MARKET
Saturdays, June–October
(20 weeks, no market July 4)
Drexel Town Square

MOVIE NIGHT #3
Friday, August 28
Drexel Town Square

SEPTEMBER

FARMERS MARKET
Saturdays, June–October
(20 weeks, no market July 4)
Drexel Town Square

BEER GARDEN #3
Thursday, September 17–Sunday, September 20
Lake Vista Park

OCTOBER

FARMERS MARKET
Saturdays, June–October
(20 weeks, no market July 4)
Drexel Town Square

FALL FESTIVAL
Saturday, October 24
Drexel Town Square

DECEMBER

LIGHT THE SQUARE
HOLIDAY CELEBRATION
Wednesday, December 2
Oak Creek Civic Center/Drexel Town Square

CONTACT

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.org

WEBSITE
visit oak creek.com

FACEBOOK
facebook.com/visitoakcreek

INSTAGRAM
instagram.com/visitoakcreek
SATURDAY, FEBRUARY 15
10 AM – 4 PM
2,000+ IN ATTENDANCE
OAK CREEK CIVIC CENTER/DREXEL TOWN SQUARE

The Oak Creek Winterfest is an event to celebrate winter in Oak Creek. This free community event will feature ice carving demos, a winter market and more!

### OUTDOOR ACTIVITIES
- Horse-drawn carriage rides
- Ice carving demonstrations
- Ice games
- Kid’s shows
- Live music
- Petting zoo
- Slap Shot hockey
- Drinks and mulled wine
- Ice bar

### INDOOR ACTIVITIES
- Caricaturist
- Door prizes
- Face painting
- Friends of the Oak Creek Library book sale
- Library games
- Winter market

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In-Kind Donation Sponsor (Determined by value of donation)
Our annual Easter Egg Hunt takes place around beautiful Emerald Preserve. Kids 10 and under are invited to participate in our Easter Egg Hunt! Over 10,000 candy-filled eggs will be hiding in the preserve! After the egg hunt, families can stop inside and participate in our crafts, enjoy refreshments or take a photo with the Easter Bunny!

SATURDAY, APRIL 4
2,000+ IN ATTENDANCE
OAK CREEK CIVIC CENTER/EMERALD PRESERVE

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COMMUNITY EASTER EGG HUNT
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, such as vine-ripened produce and fruits, cheeses, eggs, meats, honey, and flowers. Seasonal items, such as strawberries, apples, and sweetcorn, are also available at their peak of freshness.

The market just finished its second successful year. Retail numbers show a growth of 30% over the first year. This city run market is the fastest growing market in the area, and gaining attention. One of the reasons it is growing are elements that promote locally sourced healthy food initiatives.

For 2020 the market will be offering several incentives to continue their mission. They include:

**CAFE DAY**

$3,000 SPONSORSHIP OPTION

In 2019, we developed a one-day event that celebrated ethnic diversity in our city. This was a huge success and welcomed 800 additional people to the farmers market. We’re looking to grow the event in 2020 and showcase ethnic groups in our community. Each group will have an informational booth and provided food samples, educational activities and live entertainment. We estimate 12+ groups to the 2020 CAFE.

CAFE stands for Culture, Art, Food, and Entertainment.

**COOKING SHOW/DEMO TENTS**

$2,000 SPONSORSHIP OPTION

In 2020, the Oak Creek Farmers Market will host a cooking show weekly, featuring a local chef. Delicious recipes are made on-site using produce at the market. The demonstration is interactive and attendees receive samples and recipe cards after the show! This recipe is also shared in the weekly Farmers Market newsletter so others can try the healthy meal at home. Encouraging healthy eating is one of the goals for the market. More information is available from the Market Manager.

**LIVE MUSIC**

$2,000 SPONSORSHIP OPTION

We create a community at the market when we invite live local artists to play on the street with the vendors.

**NON-PROFIT SPACE**

One vendor space is dedicated to a non-profit organization that wants to meet with customers/the city.

**OAK CREEK SPROUTS, KIDS EDUCATIONAL PROGRAM**

PROGRAM PARTNER SPONSORSHIP OPTION

We are looking for partners to provide activities to teach children about healthy options. Each week we provide kids at the market the opportunity to participate in events like scavenger hunts, rock painting, fire safety, and library reading time.
SNAP/WIC MATCH PROGRAM

$5,000 SPONSORSHIP OPTION

This program offers a match in assistance dollars. For every dollar a snap/wic participant uses at our market, we will match a dollar (up to $10 per week). This program started in 2019, and we are excited to say we were able to match $4,000. A total of $8,000 was purchased from our local farmers for fruit and vegetables only. We are proud to be only one of a few markets who match WIC benefits. We estimate growing for 2020. The program will continue until the $5,000 has been distributed.

SENIOR PROGRAMMING AND SEMINARS

$2,000 SPONSORSHIP OPTION

Our Seniors at the Market (SAM) program provides a wide range of information to senior visitors at the market. Special dates throughout the season offer senior seminars, located inside City Hall, on the grounds of the market. For attending, each senior over 65 will receive a $10 gift card to be used at the market. 2019 topics included health screenings by the Oak Creek Health Department, safety by the Oak Creek Fire Department, talks on travel, financial savings and retirement. In 2020, we will have a cooking demonstration using market produce and yoga classes.

WATER SALES

Oak Creek children’s groups sell water for $1 a bottle and a fundraising option. This is open to all Oak Creek organizations of school age children. That includes sports teams, best buddies, scouts, etc...

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OAK CREEK BEER GARDEN #1
- THURSDAY, JUNE 11- SUNDAY, JUNE 14
- 5,000+ IN ATTENDANCE
- ABENDSCHEIN PARK

OAK CREEK BEER GARDEN #2
- FRIDAY, JULY 10- MONDAY, JULY 13
- 5,000+ IN ATTENDANCE
- DREXEL TOWN SQUARE

OAK CREEK BEER GARDEN #3
- THURSDAY, SEPTEMBER 17- SUNDAY, SEPTEMBER 20
- 5,000+ IN ATTENDANCE
- LAKE VISTA PARK

The Oak Creek Beer Garden features beer from Milwaukee’s best craft brewers. Try beer from Explorium Brewpub, Broken Bat Brewing Company, Enlightened Brewing Company, MobCraft, Lakefront Brewery and more! A new beer line up each day! The Beer Garden also features live music, food and yard games.

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Because great music, friends and food are good for the soul, our Summer Soulstice Music Festival held in June each year jump starts our summer activities in Drexel Town Square. Fans from a far, come to listen and dance to the beat of the music, as the sounds from the band fill the air.
Throughout the summer, Oak Creek sets up a screen under the stars in Drexel Town Square! Bring chairs and blankets to watch kid-friendly films on select Fridays at 8 PM. You can grab a snack at one of our Drexel Town Square restaurants, or pack a picnic. The shows all start at dusk, but you’ll want to arrive early to snag a good spot!
PARADE

SATURDAY, JULY 4
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, kid games and prizes, face painting and entertainment.

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MAYOR’S BIKE, WAGON AND STROLLER CONTEST

SATURDAY, JULY 4
15-20 IN ATTENDANCE
AMERICAN LEGION POST 434

Kids decorate their vehicle of choice and enter it into the contest after the parade. They choose from three different themes and even go as far as coming in costume themselves. Prizes are awarded to the top three in each category. All participants walk away with consolation prizes. There’s even something in it for the parents.

FIREWORKS

SATURDAY, JULY 4
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.
FRIDAY, JULY 24 & SATURDAY, JULY 25
FRIDAY, 4 PM–9 PM & SATURDAY, 10 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 agility demonstrations and register for Pier Pups canine dock jumping. 40+ vendors also have great dog products—like treats and toys!

FRIDAY ACTIVITIES
• Live music
• Pier Pups, LLC dock diving trial session
• Vendors

SATURDAY ACTIVITIES
• Agility demonstrations
• Caricaturist
• Costume contest
• Face painting
• Open air photo booth
• Pier Pups, LLC dock diving competition
• Vendors

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(Determined by value of donation)
SATURDAY, OCTOBER 24
8 AM–4 PM
5,000+ IN ATTENDANCE
DREXEL TOWN SQUARE

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- Logo inclusion on Oak Creek Civic Center digital boards
- Logo recognition on event banners
- Audio recognition on main entertainment stage
- Business recognition in event press release
- Opportunity to provide promotional material, flyers or coupons to giveaway bags (500)
- 10’ x 10’ promotional booth at event
- Opportunity to make an announcement at the event
- Logo inclusion on event giveaway item

Fall Festival is our harvest tradition in Drexel Town Square! It’s an indoor-outdoor event that’s our way to celebrate everything autumn. This family-friendly event will feature pumpkin decorating, hayrides, vendor booths, and more!

OUTDOOR ACTIVITIES
- Art vendors
- Face painting & rock painting
- Farmers market
- Hayrides through Emerald Preserve
- Live music
- Kid’s shows
- Petting zoo
- Pumpkin decorating
- Pumpkin bowling
- Scarecrow building
- Yard games
New holiday event coming to Drexel Town Square for 2020. Businesses will have the opportunity to help light the square with amazing holiday displays ranging from pole mounts to ground displays. Families and friends gather in Drexel Town Square to watch the lighting of the square while listening to the wonderful sounds of Christmas music performed by local entertainers. Enjoy hot chocolate, hot apple cider and fresh Christmas cookies while strolling around the square viewing each of the wonderfully lit displays. Step inside the Civic Center for our holiday craft fair. There you can grab a hot chocolate or glass of mulled wine while shopping for those last-minute holiday gifts. Purchase an item from our crafters and get it wrapped for free!

**WEDNESDAY, DECEMBER 2**

**1,500–2,000 IN ATTENDANCE**

**DREXEL TOWN SQUARE/OAK CREEK CIVIC CENTER**

**SPONSORSHIP PACKAGES**

<table>
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<th>$5,000</th>
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<td>Logo recognition on event marketing flyers and posters (300 prints)</td>
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<td>Business name on Visit Oak Creek website (linking to company page)</td>
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</tbody>
</table>

(Determined by value of donation)
CONTACT INFORMATION
More information at visitoakcreek.com.
For questions email events@oakcreekwi.org.