

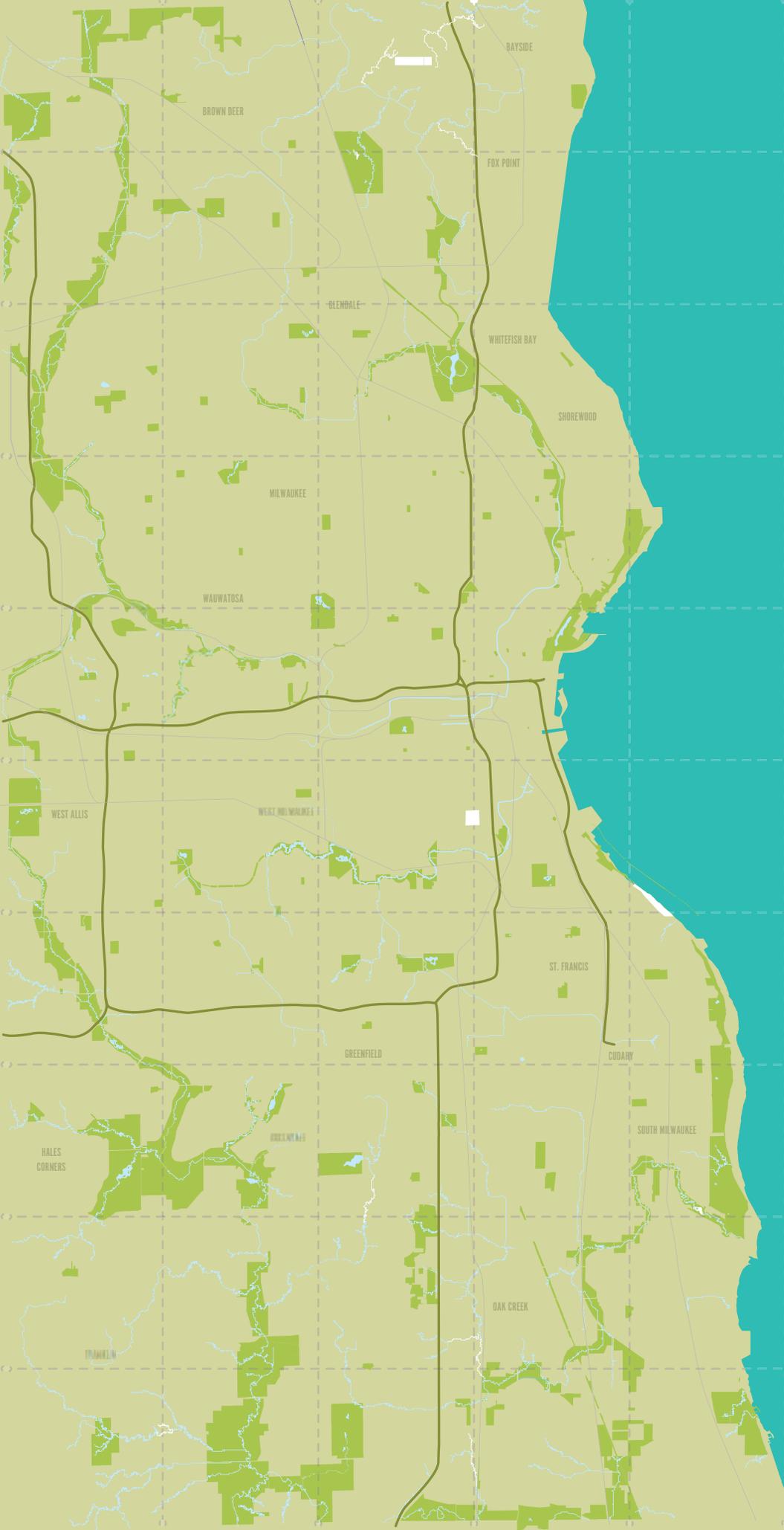


MILWAUKEE COUNTY PARKS

# 2019 SPONSORSHIP OPPORTUNITIES



**We steward a thriving park system that positively impacts every Milwaukee County Park visitor. 🌿**



# WE CREATE POSITIVE CHANGE THROUGH PARKS.

**Parks and trails are amazing spaces. They can improve physical health by providing spaces for recreation; they can help our mental health by connecting us to nature; they connect people to jobs through accessible commuter routes, and in Milwaukee County, the park system literally connects our 19 municipalities. When we ensure our parks thrive, our parks ensure we thrive.**

# MILWAUKEE COUNTY PARKS

## BY THE NUMBERS



157

Parks & Parkways



125

Miles of Trails

15,357

Acres of parkland



15  
Beaches,  
Marinas &  
Boat launches



5  
Permanent  
Beer Gardens



15

170

Rentable pavilions, areas  
and shelters



15

Golf  
Courses

49

Pools, splashpads and  
water parks



135

Friends Groups  
& Partners



114

Playgrounds



7

Off-leash  
Dog Parks

**A new way to  
positively  
impact your  
Milwaukee  
County Parks**

# GREATER MILWAUKEE FOUNDATION FUND

---

The Milwaukee County Parks Fund is a dedicated source to fund park improvements across the county-wide system. In a partnership between Milwaukee County Parks and the Greater Milwaukee Foundation (GMF), the Fund provides an option for individuals, businesses, and organizations to make tax-deductible donations to support future park improvements.

Every donation through the Milwaukee County Parks Fund has a direct impact on improving the parks system and maintaining parks that are accessible, sustainable, and enjoyable for all!

---

## YOUR IMPACT

**By supporting Parks, your generosity directly impacts the lives of all Milwaukee County residents!**

### UPGRADED PLAYGROUNDS

improve brain development, motor skills, and social capabilities in children who use playgrounds in MKE.

### ACCESS TO TRAILS

throughout Milwaukee County Parks, including the Oak Leaf Trail, improves public health, creates civic pride, and increases access to businesses.

### AQUATIC FACILITIES

relieve stress, give children ability to learn to swim, and increase safety in the community.

### COMMUNITY CENTERS

offer affordable & accessible places for people to exercise, enjoy nature, and gather with family and friends.



**Make a tax-deductible charitable donation to the Milwaukee County Parks Fund!**

Go to: [countyparks.com](https://countyparks.com)

Or send a check to:  
Milwaukee County Parks  
ATTN: Fund Development  
9480 W. Watertown Plank Rd  
Wauwatosa, WI 53226

**Managed by GMF, your donation goes toward supporting:**

- Playgrounds
- Trails & Natural Areas
- Community Centers
- Aquatic Facilities
- Parkways & Bridges
- Athletic Facilities
- Engagement

IMPACT OPPORTUNITY

# OAK LEAF TRAIL

No matter the time of year the Oak Leaf Trail is always active. Cyclists, runners, dog walkers, even cross country skiers, travel along 125 miles of multi-use trail that threads its way through Milwaukee County. Nearly a quarter of the trail hugs the beautiful shores of Lake Michigan, and in downtown Milwaukee, the trail provides a safe, traffic-free route through the city.





 SPONSOR YOUR

# TRAIL WAYFINDING SIGNAGE

Reach hundreds of thousands of trail users by sponsoring new navigational signs throughout the system. Your business name & logo will be included on the lower panel of each sign along a selected trail line. Annual sponsorships are available for each line of the Oak Leaf Trail.

## TRAIL LINE SPONSORSHIP OPPORTUNITIES

**MILWAUKEE RIVER LINE**  
\$20,000 a year

Juneau Park - Brown Deer Park  
Approx. 14mi. 500,000+ annual views

**ROOT RIVER LINE**  
\$4,000 a year

Hansen Park - Sports Complex  
Approx. 19mi. 100,000+ annual views

**MENOMONEE LINE**  
\$3,000 a year

Dretzka Park - Doyne Park  
Approx. 14.75mi. 75,000+ annual views

**SOUTH SHORE LINE**  
\$3,000 a year

Grant Park - Cupertino Park  
Approx. 8mi. 75,000+ annual views

**ZIP LINE**  
\$8,000 a year

Estabrook Park - Kohl Park  
Approx. 9mi. 200,000+ annual views

**OAK CREEK LINE**  
\$3,000 a year

Root River Parkway South - Grant Park:  
Approx. 12.5mi  
75,000+ Annual views

**KINNICKINNIC LINE**  
\$2,500 a year

Honey Creek Parkway - Downtown Milwaukee.  
Approx. 15mi  
65,000+ annual views

IMPACT OPPORTUNITY

# SWING PARKS FORWARD

Zippering down a slide, swinging high and clambering up play frames, our 113 playgrounds transform parks into spaces that encourage learning, discovery, and play.

Through the support of private foundations and generous individuals, sponsorship of individual playgrounds, and the hard work of community volunteers, SWING PARKS FORWARD is improving County Park playgrounds for kids across our community.





SUPPORT YOUR

# PLAYGROUNDS

Your Support for SWING PARKS FORWARD goes directly toward playground improvements for children of all abilities to play in safe, accessible spaces across the County. The SWING PARKS FORWARD campaign connects kids and adults to Milwaukee County Parks, providing the parks system to build a lifetime of health, happiness, and engagement with nature and play.

LEVEL & BENEFITS	\$500K+	\$100K+	\$50k+	\$25k+	\$10k+	\$5k+
Naming rights of a park playground	X					
Inclusion in all press events & releases	X					
Exclusive signage on playground equipment	X	X				
'Thank you' on social media sites	X	X				
Dedicated bench near playground	X	X	X			
# of playgrounds acknowledging your contribution	20	10	5	3	2	1
Tickets to gala at end of campaign	30	20	10	5	2	2
Acknowledgment on Parks' website	X	X	X	X	X	X

To support SWING PARKS FORWARD! visit: [CountyParks.com](http://CountyParks.com)



IMPACT OPPORTUNITY

# LAKEFRONT FIREWORKS

Milwaukee's lakefront lights up every July 3, with hundreds of fireworks launched from barges on Lake Michigan. Families from across south-east Wisconsin head to Veterans park for the best views.

Milwaukee County Parks is proud to offer this opportunity to sponsor the region's largest annual fireworks display.

## THE SHOW

- July 3rd
- 45-60 minutes of fireworks
- Launched off barges on Lake Michigan
- Public viewing areas throughout lakefront Milwaukee County Parks
- Visible along Milwaukee's shoreline

## PARTNERS

- Milwaukee County Parks
- The City of Milwaukee
- Fireworks vendor
- US Coast Guard
- Milwaukee County Sheriff Department
- Other local and regional partners
- Media organizations
- Fireworks Sponsors





Photo by Peter Zuzga, 2018

 **SUPPORT YOUR**  
**JULY 3<sup>rd</sup> LAKEFRONT FIREWORKS**

**200,000**

Estimated Annual Attendance

**40 YEARS**

Connecting Southeastern Wisconsin  
to Milwaukee's Lakefront on July 3rd

**2 MILLION**

Approx. number of views of Lakefront  
promotional signage each summer

<b>BENEFITS</b>	<b>TITLE \$250,000</b>	<b>PLATINUM \$50,000</b>	<b>GOLD \$25,000</b>	<b>SILVER \$15,000</b>	<b>BRONZE \$5,000</b>
Exclusive naming rights of event	<b>X</b>				
Business name & logo on promotional materials	<b>X</b>				
Business name mentions in media coverage	<b>X</b>				
Business name on light pole banners along Lincoln Memorial Drive (June 1 - July 3, 2019)	<b>63</b>				
VIP area access (includes tented area & yard games)	<b>X</b>	<b>X</b>			
Drink vouchers to July 3 Pop-Up Beer Garden at Veterans Park	<b>200</b>	<b>100</b>			
Named sponsorship of park sections on the day of fireworks	<b>X</b>	<b>X</b>			
Prominent logo placement & hyperlink on website	<b>X</b>	<b>X</b>			
Prominent logo placement on promotional materials	<b>X</b>	<b>X</b>			
VIP Parking Passes	<b>50</b>	<b>25</b>	<b>10</b>		
10x10 space for Sponsor's promotional table and/or tent	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Logo on promotional 6x4 banners along Lincoln Memorial Drive (June 1 - July 3)	<b>4</b>	<b>2</b>	<b>1</b>		
Logo placement & hyperlink on website	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	
Logo placement on promotional materials	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	
Business name on website	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Business name on promotional materials	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Sponsor banners on site	<b>5</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>1</b>



IMPACT OPPORTUNITY

# CRAZY FOR CRAYFISH

From wetlands and prairie to savannas and forests, the natural area under Milwaukee County Parks stewardship are vital to the ecological health of the region – and these 9,000+ acres of natural gems are also home to many protected species such as rusty patched bumble bee, hooded warblers, and prairie crayfish plus 706 species of native plants!





© Cathy Drexler

 SUPPORT YOUR

# NATURAL AREAS

## EMERALD ASH BORER MITIGATION

Led by the Parks' Forestry team, our work to combat the destructive Emerald Ash Borer (EAB) is more important than ever. Every day, the Forestry team works to lessen the impact of the invasive beetle's disastrous effect on ash trees throughout the Parks. 300,000 ash trees across the system are being impacted by EAB, requiring removal and replacement.

## COMMUNITY SCIENCE & NATURAL AREAS

These nature-based educational programs create stewards and advocates, building a corps of restoration ecologists and community scientists dedicated to preserving Milwaukee County's natural resources. On-going efforts have a direct impact on preserving and expanding native habitats across the Milwaukee County Parks system, while training the next generation to be conversation leaders.

## GREEN INFRASTRUCTURE

Parks Division of Planning and Development prioritize Green Infrastructure (GI) projects; increasing the cleanliness of Lake Michigan and the Milwaukee watershed. By utilizing stormwater management and implementing practices that reduce flooding and increase water quality, Parks' GI projects improve the quality of life in Milwaukee County and have a direct benefit on the natural environment.

## YOUR DONATION OF:

**\$500**

Removes an acre of invasive plant species; preserving native plantings while improving wildlife habitat.

**\$1,000**

Supports native plantings for a rain garden; reducing pollution in Lake Michigan & MKE watersheds.

**\$2,000**

Removes Ash trees effected by Emerald Ash Borer & replaces them with a diversity of native trees over the span of an acre.

**\$5,000**

Supplies 100 Community Science volunteers with tools for an entire season of research or a Natural Areas Intern for the summer.

**\$10,000**

Produces educational signage for an entire green infrastructure project.

**\$25,000**

Supports the natural areas of a neighborhood park for one year.



IMPACT OPPORTUNITY

# BRIDGE THE GAP

Every parkway and bridge the Milwaukee County Parks system provides a literal connection between lands and communities. Maintaining the big pieces of Parks' overall infrastructure is essential to maintaining a quality parks system.





 SUPPORT YOUR

# PARKWAYS & BRIDGES

Your contribution bridges the gap between parks assets in need of improvement, community connection, and quality of life.

By 2030, nearly every parkway in Milwaukee County will require improvement. Dozens of bridges in several iconic Milwaukee parks are currently in need of major repair. Due to limitations on how these types of projects may be funded, alternatives to government funding must be identified. It's up to everyone in the community to support these connection elements of our neighborhoods.

To make a tax-deductible charitable donation to support Milwaukee County Parks' bridges and parkways, go to: [countyparks.org/donate](https://countyparks.org/donate) or send a check to:

Milwaukee County Parks  
ATTN: Fund Development  
9480 W. Watertown Plank Road  
Wauwatosa, WI 53226



To sponsor a park or for a list of current availabilities contact Jay Burseth, Fund Development Manager 414-257-8043 or [Jay.Burseth@milwaukeecountywi.gov](mailto:Jay.Burseth@milwaukeecountywi.gov)



IMPACT OPPORTUNITY

# SPONSOR A PARK

Many of our supporters wish to direct their sponsorship to a specific park system facility, event or capital campaign that directly meets their corporate goals.





 SPONSOR YOUR

# PARKS & FACILITIES

By sponsoring a Milwaukee County Park, you are supporting a vital piece of our treasured parks system – a resource that supports the health & well-being of our community.

Your generous contribution directly supports the on-going maintenance and operations of the sponsored park.

In acknowledgment of your generosity, your organization receives:

- Named acknowledgment on "Proudly Supported by" drop sign panel on the primary Milwaukee County Parks flagstaff sign within the sponsored park.
- Name and/or logo recognition on the Parks Proud Supporter page of the Milwaukee County Parks website.
- "Parks Proud Supporter" posters, window decals, stickers, and more materials for your business or organization.
- Pride in supporting Milwaukee County Parks and the greater Milwaukee community.

**\*All Park Sponsorships require a min. three-year commitment**

## NEIGHBORHOOD PARK

Parks that are 10 acres or smaller  
Ex: Morgan Triangle Park, Big Bay Park

**\$4,000 a year\***

## COMMUNITY PARK

Neighborhood Parks greater than 10 acres  
Ex: Gordon Park, Greene Park,

**\$8,000 a year\***

## SIGNATURE PARK

Iconic, popular parks of various sizes  
Ex: Doctors Park, South Shore Park

**\$16,000 a year\***

## REGIONAL PARK

Parks greater than 300 acres with a variety of amenities  
Ex: Whitnall Park, Brown Deer Park

**\$32,000 a year\***



# AQUATIC & ATHLETIC FACILITIES

---

## GOLF COURSES

Your support for Milwaukee County Parks' golf courses keeps our state-of-the-art resources well maintained at locations including: Brown Deer, Currie, Dretzka, Grant, Greenfield, Oakwood, and Whitnall Parks. Naming rights are currently available for the Dretzka Clubhouse and Brown Deer Clubhouse.

---



## DISC GOLF COURSE SPONSORSHIP

Disc Golf is an increasingly popular sport with a devoted user base. Your organization can tap into this enthusiastic audience by sponsoring one of the ten Disc Golf courses in the Milwaukee County Parks system. Disc Golf courses available for sponsorship include: Brown Deer, Dineen, Dretzka, Estabrook, Root River, Milwaukee County Sports Complex, Kops, Grant, and Underwood.

---



## AQUATIC FACILITIES

Milwaukee County Parks' Aquatics offer the most recreational water facilities in the region, including water parks, indoor & outdoor pools, splash pads, wading pools and beaches. Contributions for Parks' Aquatics directly support the improvement of our aquatic facilities so that quality pools are available throughout the system.

---



## INDOOR SPORTS FACILITIES

Special events, basketball leagues, soccer tournaments, and more bring hundreds of thousands of people to Milwaukee County Parks' indoor sports facilities. Current sponsorship opportunities include indoor & outdoor banners and options of naming rights at the Milwaukee County Sports Complex and the Wilson Ice Arena.

For details on opportunities contact Jay Burseth,  
Fund Development Manager  
414-257-8043 or [Jay.Burseth@milwaukeecountywi.gov](mailto:Jay.Burseth@milwaukeecountywi.gov)

---



# COMMUNITY CENTERS

---

## KING CENTER

Located in King Park, the Dr. Martin Luther King, Jr. Community Center serves Milwaukee's near west side by offering a wide variety fitness, recreation, and programming opportunities to area residents.

King Center is home to sports education, fitness opportunities including a weight room, fitness center, and boxing ring, and martial arts programming. Additionally, the center offers career information for young women, a boxing program for youth, and academic & social services support. The center hosts two popular annual events: the King Day Celebration (February) & the Back to School Festival (August).

Your financial support ensures affordable access to programming that truly strengthens our community.



Charitable donations to the King Center can be made through the Greater Milwaukee Foundation's Milwaukee County Parks Fund, by going to [CountyParks.com](http://CountyParks.com)

---

## KOSCIUSZKO CENTER

Located in historic Kosciuszko Park, the Kosciuszko Community Center serves Milwaukee's south side, offering affordable and accessible recreation opportunities to area residents. The Center includes a weight room, fitness center, gymnasium, boxing ring, and a unique, women-only weight room.

Thanks to a partnership with the Milwaukee Christian Center and the Summit Education Association, the "Kozy Center" hosts programs that offer homework & literacy tutoring, fitness education, and a mentorship program encouraging intellectual, cultural and moral growth.

Your contribution to Kozy directly supports center improvements so that this important community-building programming may continue!



Charitable donations to the Kosciuszko Center can be made through the Greater Milwaukee Foundation's Milwaukee County Parks Fund, by going to [CountyParks.com](http://CountyParks.com)

---

IMPACT OPPORTUNITY

# MUSICAL PARKS

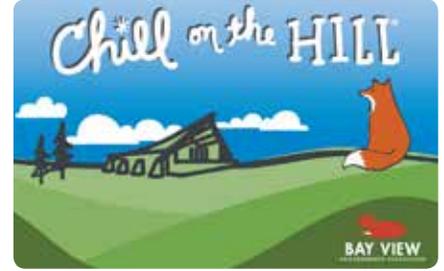
Open air music in Milwaukee County Parks has a long tradition. Many of the first Summerfest concerts in the 1960's were held in county parks, and today, thousands flock to parks across the county to enjoy over 100 free concerts every summer. Many of the most successful concert series held in Milwaukee County Parks spaces are organized by Friends Groups and Neighborhood Organizations.

# SUMMER CONCERTS

## CHILL ON THE HILL

**Partner: Bay View Neighborhood Association**

Tuesday nights June through August, thousands gather on the hillside in Humboldt Park to enjoy music performed by local artists. Sponsorship of the series provides many benefits including the opportunity to table at the events. Your support helps the Bay View Neighborhood Association with band fees, sound, setup, and promotion to ensure a successful series. For more information on sponsorship opportunities, contact Patty Pritchard Thompson: [bvnasponsorships@gmail.com](mailto:bvnasponsorships@gmail.com) or 414-403-8003



## JAZZ IN THE PARK

**Partner: East Town Association**

Jazz in the Park takes place every Thursday evening from May 31 through August 30 in Cathedral Square Park and features an eclectic lineup of jazz, big band, funk, R&B, reggae, blues artists from all over the country. Sponsorship of this popular event gives your organization excellent exposure, ideal brand placement, and an on-site presence. For more information on sponsorship opportunities, contact Kathy Emery: [kathy@sponsorplacement.com](mailto:kathy@sponsorplacement.com) or 262-878-2121



## WASHINGTON PARK WEDNESDAYS

**Partner: Washington Park Neighbors**

Washington Park Wednesdays takes place June through August at Washington Park's bandshell. Every week, special events include innovative local bands, Milwaukee's finest food trucks, and activities that energize and entertain attendees of all ages. Support for this concert series grows the community while shining the spot light on local artists. For more information on sponsorship opportunities, contact Melissa Muller: [melissa@quorumarchitects.com](mailto:melissa@quorumarchitects.com) or 414-265-9265



## RIVER RHYTHMS

**Partner: Westown Association**

Wednesdays from the second week of June through August, the River Rhythms concert series features local musicians of diverse genres in Pere Marquette Park. Located along the Milwaukee River in Milwaukee's Downtown, this weekly event fills the park with music and is a short walking distance from all that Downtown Milwaukee has to offer. For more information on sponsorship opportunities, contact Stacie Callies: [stacie@westown.org](mailto:stacie@westown.org) or 414-276-6696



'Breath' tote



IMPACT OPPORTUNITY

# MERCH FOR GOOD

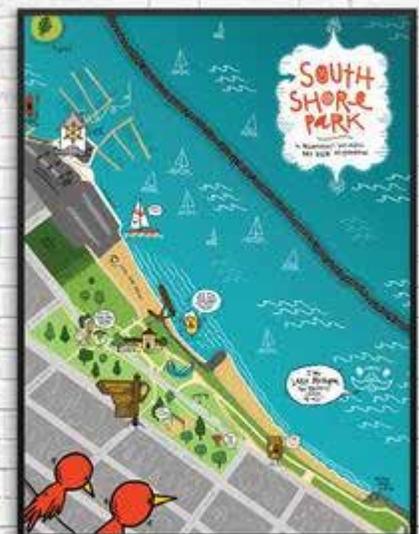
Sell products in Milwaukee? Donate a portion of the sales to the Park System through a short-term, cause-related campaign or work with us to develop unique, custom merchandise for sale in our parks store - [www.parksforgood.com](http://www.parksforgood.com)



DogThreads parks dog shirt



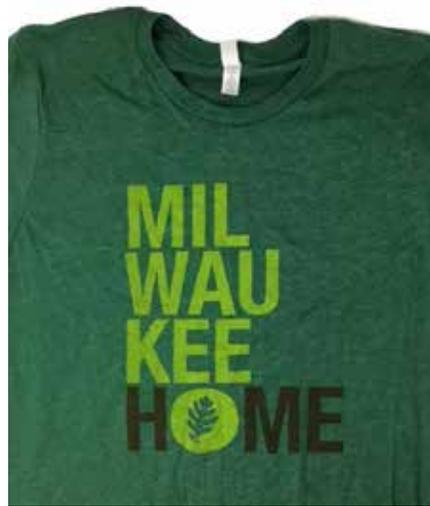
Traveling Beer Garden firetruck patch



'Maptacular' park map posters



Milwaukee Parks 1907 t-shirt



Milwaukee Home Parks t-shirt



Oak Leaf Trail patch

### Got a partnership idea?

We are open to opportunities to help your organization or brand connect to the wide audience that engages in the Milwaukee County Parks system!

IMPACT OPPORTUNITY

# LAKEFRONT EVENT BANNERS

Lincoln Memorial Drive (LMD) winds its way along nearly three miles of Milwaukee lakefront, from the Milwaukee Art Museum to Lake Park. Thousands of drivers, cyclists, joggers, and walkers travel down LMD and the Oak Leaf Trail each week, making it one of the highest-visibility locations in the park system.





# SPECIAL EVENT BANNERS

Special event banners along Lincoln Memorial Drive are only available for organizations who are hosting a lakefront event and have a Special Events Permit or M.O.U. with Milwaukee County Parks.

Your double-sided 4'x6' banners will be placed at prime sites along LMD for two or four weeks preceeding your event.

SITES	Two Weeks	Four Weeks
Site A <span style="color: red;">★</span>	\$1,000	\$1,900
Site B <span style="color: blue;">★</span>	\$1,000	\$1,900
Both Sites	\$1,800	\$3,600



For details on opportunities contact Jay Burseth,  
Fund Development Manager  
414-257-8043 or Jay.Burseth@milwaukeecountywi.gov

IMPACT OPPORTUNITY

# HARP LIGHT BANNERS

Each year millions of visitors travel along the 2.7 mile stretch of Lincoln Memorial Drive (LMD) along Milwaukee's lakefront. The Harp light banner program is a rare opportunity to reach these visitors with banners on 50 Harp light Poles along the entire length of LMD.

The Lakefront is Milwaukee's premier outdoor special event location and hosts events including:

May - Family Kite Festival

Aug. - Brewfest

June - UPAF Ride for the Arts

Sept. – Frank Mots Kite Festival

June – Tails on the Trail

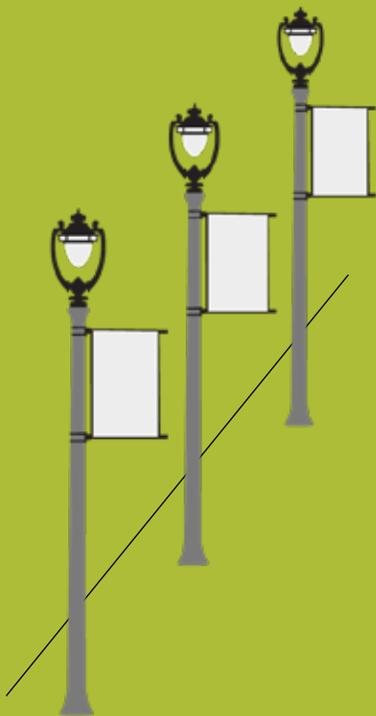
Sept. – Al's Run & Walk

June – Summerfest's Big Bang Fireworks

Sept. – Komen Race of the Cure

July – Milwaukee Air & Water Show

Aug. – Milwaukee Masterpiece Car Show





# LAKEFRONT HARP LIGHT BANNERS

Harp Light banners are double-sided, 30"x54" designs, displayed from early May to late October.

The sponsorship fee includes printing and installation.

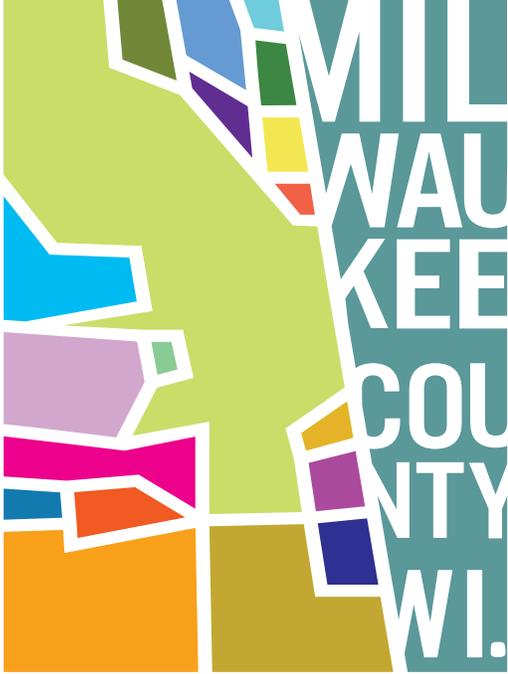
Your double-sided 4'x6' banners will be placed at prime sites along LMD for two or four weeks preceding your event.

OPTIONS	Six Months	Per Month*
Full LMD (55 banners)	<b>\$75,000</b>	<b>\$15,000</b>
Partial LMD (25 banners)	<b>\$40,000</b>	<b>\$8,000</b>

\*dependent on availability, does not include printing costs

For details on opportunities contact Jay Burseth,  
Fund Development Manager  
414-257-8043 or [Jay.Burseth@milwaukeecountywi.gov](mailto:Jay.Burseth@milwaukeecountywi.gov)





Jay Burseth  
Fund Development Manager  
jay.burseth@  
milwaukeecountywi.gov |  
414-257-8043

(414) 257-PARK (7275) |  
countyparks.com  
Milwaukee County Parks,  
9480 Watertown Plank Road,  
Wauwatosa, WI 53226