



MILWAUKEE COUNTY PARKS

2020 SPONSORSHIP OPPORTUNITIES



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

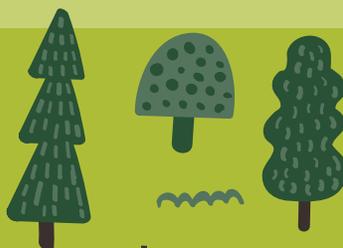


125

Miles of Trails

15,357

Acres of parkland



5

Permanent Beer Gardens



15

Beaches, Marinas & Boat launches

170

Rentable pavilions, areas and shelters



15

Golf Courses

49

Pools, splashpads and water parks



135

Friends Groups & Partners



113

Playgrounds



7

Off-leash Dog Parks

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.

To become an Oak Leaf Trail sponsor contact Jay Burseth, Fund Development manager, at jay.burseth@milwaukeecountywi.gov or 414-257-8043





 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

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 preceding your event.

SITES	Two Weeks	Four Weeks
Site A ★	\$1,000	\$1,900
Site B ★	\$1,000	\$1,900
Both Sites	\$1,800	\$3,600

Sign size and style are subject to change seasonally. 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

June - UPAF Ride for the Arts

June – Tails on the Trail

June – Summerfest's Big Bang Fireworks

July – Milwaukee Air & Water Show

Aug. – Milwaukee Masterpiece Car Show

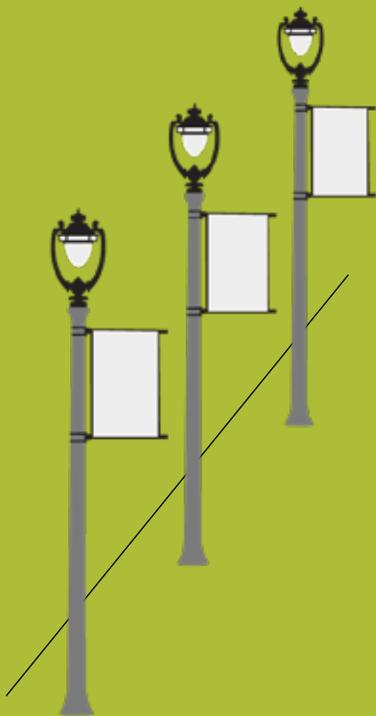
Aug. - Brewfest

Sept. – Frank Mots Kite Festival

Sept. – Al's Run & Walk

Sept. – Komen Race of the Cure

Oct - Panther Prowl





LAKEFRONT HARP LIGHT BANNERS

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

The six month sponsorship fee includes printing and installation.

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

*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



IMPACT OPPORTUNITY

MILWAUKEE COUNTY SPORTS COMPLEX

The Milwaukee County Sports Complex in Franklin sees over 250,000 people walk through the doors annually for the 12+ events that take place all year round, including Run Into The New Year 5K & 10K, re:Craft and Relic, Pug Fest, and much more. The Sports Complex is the host to four annual championships and tournaments and is the site for over leagues' regular games and practices.





SPORTS COMPLEX NAMING RIGHTS

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The Sports Complex enhances the lives of Milwaukee County residents by providing a family-friendly, multi-functional sports facility for use in a wide range of events, meetings, entertainment, and recreational activities. It is a significant contributor to the quality of life in Milwaukee County and is a pillar of culture and recreation in Franklin, WI.

Naming rights of the Parks facility includes renaming of the building, exclusive access to various amenities on site, banners on the outside of the building, signage throughout the building, and large advertisement options in the gym.

By supporting Milwaukee County Parks and the mission of the Milwaukee County Sports Complex, you:

- Further establish your brand in the greater Milwaukee community
- Directly sustain and improve the lives of individuals and the wellbeing of the community
- Expand local commitment to health and wellness for all, especially those who are in most need
- Build on your brand's integrity by partnering with treasured local organization, Milwaukee County Parks
- Increase your brand's access to the many amenities of the facility
- Promote your brand inside and out of the Sports Complex
- Create programming opportunities within the facility

\$50,000 a year with a minimum commitment of 10 years

For more information contact Jay Burseth, Fund Development Manager, 414-257-8043, jay.burseth@milwaukeecountywi.gov

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IMPACT OPPORTUNITY

BROWN DEER GOLF CLUBHOUSE

The Brown Deer Golf Clubhouse in Brown Deer Park sees over 30,000 rounds of golf each year and is Milwaukee County's only Tournament Golf Course. The Clubhouse is now home to the new, full-size kitchen and bar in the clubhouse, the Oak and Antler Tavern, featuring a unique sports bar feel with large TVs, a fully stocked bar, a food menu, and a patio with a view facing the ninth hole. Brown Deer Golf Course is the former host of PGA Tour events and a current site for the Symetra Tour's PHC Classic with a history of Tiger Woods, John Daly, and Jack Nicklaus walking through it's doors.





BROWN DEER GOLF CLUBHOUSE NAMING RIGHTS

On a hill overlooking the golf course, this rustic clubhouse and its wooded setting create the effect of a country home. Chandeliers and a high beamed ceiling add to the classic appearance of the Clubhouse and make it an inviting spot that's used for every occasion.

Naming rights of the Parks facility includes renaming of the building, exclusive access to various amenities on site, banners on the outside of the building, advertising space on golf carts, and signage throughout the Clubhouse. Further, by supporting Milwaukee County Parks and the mission of the Brown Deer Golf Course, you:

- Further establish your brand in the greater Milwaukee community
- Directly sustain and improve the lives of individuals and the wellbeing of the community
- Enhance recreational opportunities for residents and tourists of Milwaukee County
- Build on your brand's integrity by partnering with treasured local organization; Milwaukee County Parks
- Increase your brand's access to the many amenities of the facility
- Promote your brand inside and out of the Brown Deer Golf Course

\$40,000 a year with a minimum commitment of 10 years

For more information contact Jay Burseth, Fund Development Manager, 414-257-8043, jay.burseth@milwaukeecountywi.gov

IMPACT OPPORTUNITY

DRETZKA GOLF CLUBHOUSE

The Dretzka Golf Clubhouse in Dretzka Park sees over 25,000 rounds of golf each year and is one of Milwaukee County Parks' most popular Championship Golf Courses. With a panoramic view of the golf course, the upper lounge off the main hall offers an open space that's ideal for any social event or sports outing. Completely redesigned in 2014, Dretzka's bar and grill is a great place to grab a burger and cold beer before the round.





DRETZKA GOLF CLUBHOUSE NAMING RIGHTS

Naming rights of the Parks facility includes renaming of the building, exclusive access to various amenities on site, banners on the outside of the building, advertising space on golf carts, and signage throughout the Clubhouse. Further, by supporting Milwaukee County Parks and the mission of the Dretzka Golf Course, you:

- Further establish your brand in the greater Milwaukee community
- Directly sustain and improve the lives of individuals and the wellbeing of the community
- Enhance recreational opportunities for residents and tourists of Milwaukee County
- Build on your brand's integrity by partnering with treasured local organization; Milwaukee County Parks
- Increase your brand's access to the many amenities of the facility
- Promote your brand inside and out of the Dretzka Golf Course

\$30,000 a year with a minimum commitment of 10 years

For more information contact Jay Burseth, Fund Development Manager, 414-257-8043, jay.burseth@milwaukeecountywi.gov

IMPACT OPPORTUNITY

COMMUNITY CENTERS

The Martin Luther King Jr. Community Center and the Kosciuszko Community Center bring neighbors together for a variety of fitness, recreation and social programs.



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.

Banners and signage are available at this Center to publicly acknowledge your support.



To make a tax-deductible charitable donation to support a Milwaukee County Parks Community Center, contact Jay Burseth, Fund Development Manager at 414-257-8043 or Jay.Burseth@milwaukeecountywi.gov

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!

Banners and signage are available at this Center to publicly acknowledge your support.



To make a tax-deductible charitable donation to support a Milwaukee County Parks Community Center, contact Jay Burseth, Fund Development Manager at 414-257-8043 or Jay.Burseth@milwaukeecountywi.gov

IMPACT OPPORTUNITY

WILSON ICE ARENA

Wilson Ice Arena has open skate all year long and hosts adult hockey leagues. The Arena is the proud home of the WIAA Greendale Ice Force High School team, the Southeastern Hockey Association of Wisconsin (SHAW) which provides youth hockey leagues for ages 3-18, and the Milwaukee Power, a USA Hockey-sanctioned Tier III Junior ice hockey organization.





WILSON ICE ARENA DASHER BOARDS

Dasher boards are a great way to promote your brand to a large, specialized audience. The Wilson Ice Arena sees a constant flow of traffic all year of local ice skaters and nationally-touring teams alike.

Sponsor a dasher board in the arena for \$250 a month with a minimum of three months per ad.

Dasher boards are 96"W x 29.5"H

For more information or to become a Wilson Ice Arena sponsor, contact Jay Burseth, Fund Development Manager, 414-257-8043, jay.burseth@milwaukeecountywi.gov

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 nearly 10,000 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!

To make a tax-deductible charitable donation to support Milwaukee County Parks' Natural Areas contact Jay Burseth, Fund Development manager, at jay.burseth@milwaukeecountywi.gov or 414-257-8043





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 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.

For more information on how you can support parkways and bridges throughout Milwaukee County Parks contact Jay Burseth, Fund Development Manager
414-257-8043 or Jay.Burseth@milwaukeecountywi.gov



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 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 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 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 or 414-276-6696



'Breath' tote



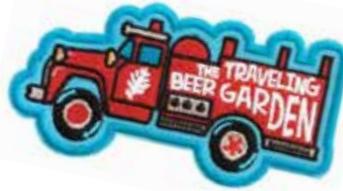
IMPACT OPPORTUNITY

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



DogThreads parks dog shirt



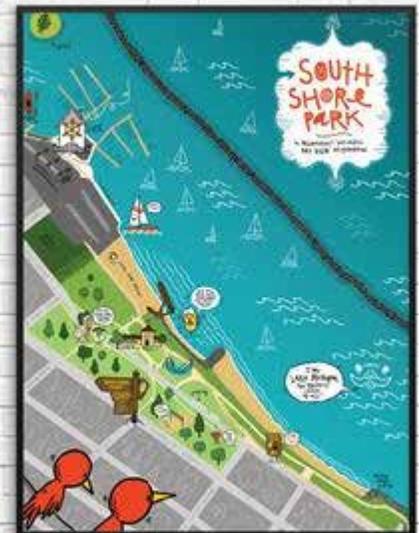
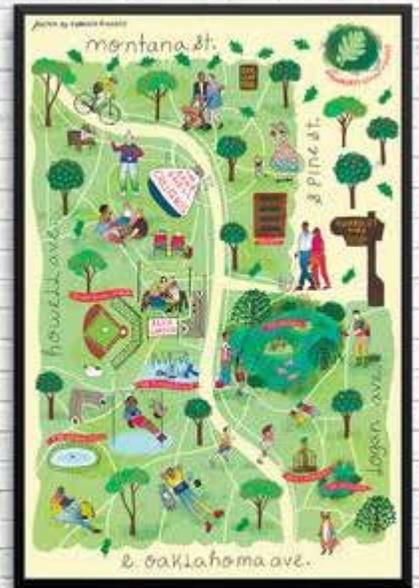
Traveling Beer Garden firetruck patch



Milwaukee Parks 1907 t-shirt



Milwaukee Home Parks t-shirt



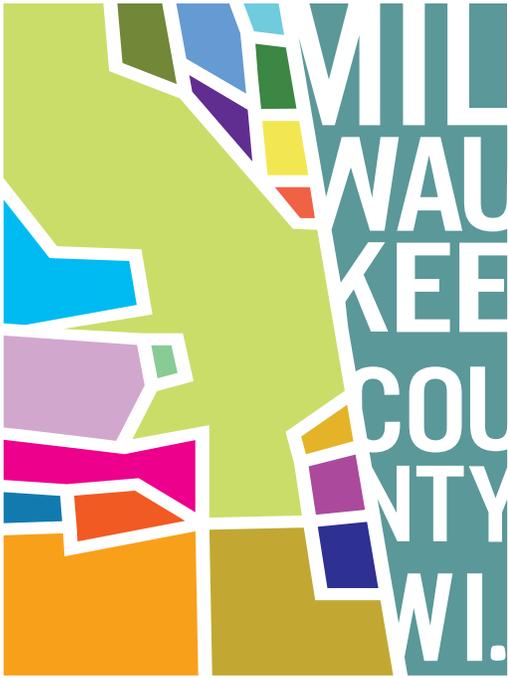
'Maptacular' park map posters



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! To partner with the parks, contact Jay Burseth, Fund Development Manager 414-257-8043 or jay.burseth@milwaukeecountywi.gov



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