

### Sponsorship Registration

Please visit [www.liveatthelakefront.com](http://www.liveatthelakefront.com) or select your sponsorship interests below. Provide your contact information before mailing and we will contact you with a proposal.

### 2011 Sponsor Packages

- Season Sponsor: \$10,000
- Exclusive Evening Sponsor: \$5,000
- Evening Co-Sponsor: \$3,000 (maximum two per event)

### Desired Date

- July 13
- July 20
- July 27
- August 3
- August 10
- August 17
- August 24
- August 31

Business Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

**Please return this form or register online by March 31, 2011.**

No sponsorships are guaranteed until executed contracts are delivered to LIVE @ the Lakefront.

Rotary Club of Milwaukee  
c/o LIVE @ the Lakefront  
750 N. Lincoln Memorial Drive, Suite #320  
Milwaukee, WI 53202



If you have questions or need additional information, please visit [www.liveatthelakefront.com](http://www.liveatthelakefront.com) or contact:

Mary McCormick, Executive Director T: 414.276.4425 F: 414.276.0225



**2011 SEASON  
SPONSORSHIPS**

July 13 to August 31, 2011

Visit [www.LiveAtTheLakefront.com](http://www.LiveAtTheLakefront.com) or call 414.276.4425 for more information

# live@the lakefront

# 2011 season

LIVE @ the Lakefront returns in 2011 for a fourth season with eight concerts, every Wednesday 5:30 to 9:00 p.m. from July 13 to August 31. The Rotary Club of Milwaukee and Discovery World present this free concert series to the city, catering to families and a sophisticated, professional downtown audience while celebrating the diversity of Milwaukee's rich tastes and traditions.

The lakeside 350-seat Rotary Amphitheatre at Discovery World plays host to some of the finest musical talent in the Midwest, featuring jazz, blues, latin, reggae, indie rock, bluegrass, folk and other acoustic performances. Guests can enjoy food and bar service from Bartolotta's and free use of a luxurious hospitality tent with carpeted flooring and chandelier lighting to ensure the comfort of sponsors' VIP guests.

Take private tours of Discovery World, step aboard the Wisconsin flagship *S/V Denis Sullivan*, a 137-foot re-creation of a 19th century Great Lakes schooner, or simply sit back and enjoy the music along the lakefront.

Free parking is included, while indoor restrooms and handicap accessibility make this an event everyone can enjoy. Plus, indoor facilities ensure the show will go on **Rain or Shine!**

Sponsors can again help fill Milwaukee's lakefront with world-class music every Wednesday evening this July and August in a venue offering incomparable customer and employee appreciation opportunities.

## Sponsorship Packages

We offer a variety of sponsorship packages. Numerous additional amenities are available for supplementary fees. If you don't see a package that fits your unique goals, please contact us and we'll put together a custom proposal to help achieve your sponsorship objectives.

	Season Sponsor	Exclusive Evening Sponsor	Evening Co-Sponsor
Concert VIP Passes	100	75	35
Discovery World Admission	100	50	25
<i>Les Paul House of Sound</i> Tour	100 max		
<i>S/V Denis Sullivan</i> Sailing	4		
Parking Passes	50	50	25
Package Price	\$10,000	\$5,000	\$3,000

## Marketing Benefits

- Onstage signage featuring your company's logo. Your logo will also be featured in:
  - ~ venue signage
  - ~ brochures
  - ~ flyers
  - ~ advertising
- Logo and link on the [liveatthelakefront.com](http://liveatthelakefront.com) web site and weekly e-newsletter
- Name announcement from stage a minimum of three times and in any radio advertising

