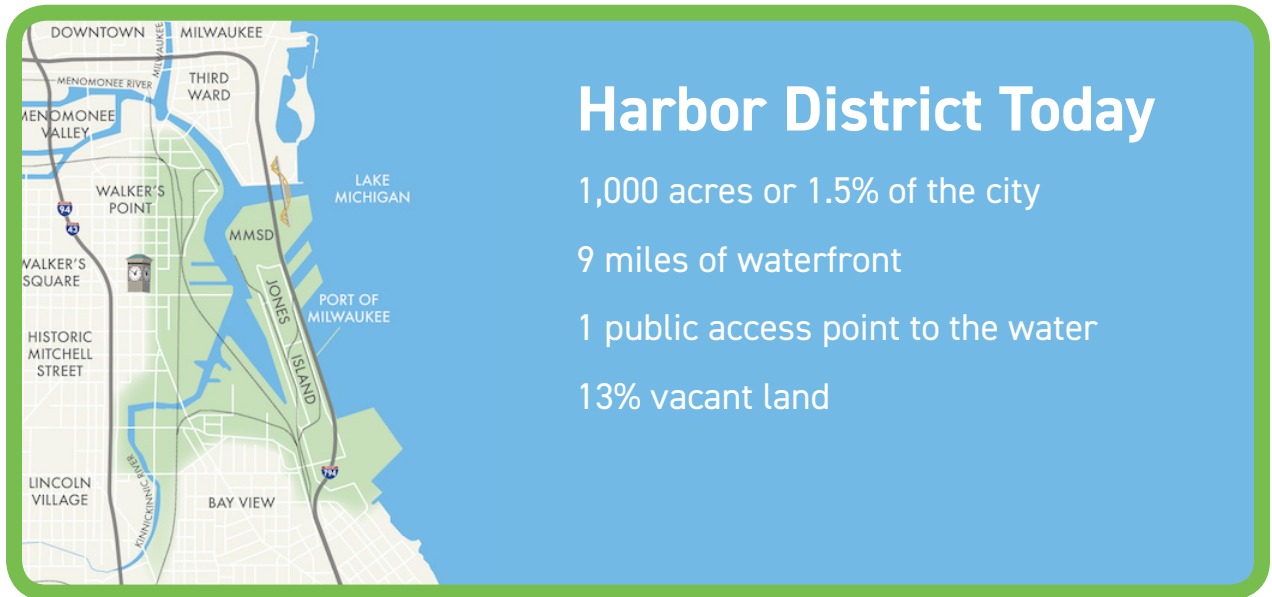




Harbor District, Inc.
Sunday, September 8, 2019
11 am to 4 pm

600 E. Greenfield Ave.
Milwaukee, WI 53204

The mission of Harbor District, Inc. is to achieve the world-class revitalization of Milwaukee's harbor that sets the standard for how waterfronts work—environmentally, economically, and socially—for the next century.



Goal of Harbor District's Harbor Fest

Harbor Fest reintroduces Milwaukee to its harbor and brings community together to experience the revitalization of the waterfront with a free, family-friendly street festival that celebrates all things fish and boats.

For a long time, this area was seen as “off limits” or unwelcoming. Harbor Fest will change that as the community comes together to enjoy the place where our three rivers come together.

Harbor View Plaza

A new public plaza on the east end of Greenfield Avenue will be open by Harbor Fest 2019. It is the first major investment in what will eventually be a continuous network of HarborWalk and waterfront parks spanning the western shore of the Harbor District.

Harbor View Plaza will include a children's play structure, water play area with water feature, and a canoe/kayak launch. The play structure will be designed to look like a shipping container, synonymous with ports around the world. Children will be able to explore water flow and cool off on hot days.

The canoe/kayak launch and dock will allow visitors to get to the water's edge and provide the only public launch and dock south of the Milwaukee River in Milwaukee's Inner Harbor.



Harbor Fest attendees will enjoy Harbor View Plaza and a complete lineup of free activities including:

- Boat tours
- Paddling lessons
- Fishing lessons
- Fish filleting & sushi-making demonstrations
- Sturgeon petting station
- Tours of the UWM research vessel – the Neeskay
- Bike tours throughout the Harbor District
- Live music and dance on the Harbor Fest stage
- Water quality testing
- The Milwaukee Boat Parade with Milwaukee Riverkeeper
- Scavenger hunt throughout the Harbor District with free prizes
- Makers marketplace
- Local food vendors
- Children's play area
- Interactive sidewalk chalk art
- Boat painting
- Rock climbing



Collaboration is what makes Harbor Fest unique.

Harbor Fest partners include:

- Milwaukee Riverkeeper
- Milwaukee Kayak Company
- UWM School of Freshwater Sciences
- Wisconsin Department of Natural Resources
- Environmental Collaboration Office – City of Milwaukee
- Urban Ecology Center
- All Hands Boat Works
- Milwaukee Public Museum
- Carmen Schools of Science & Technology
- 16th Street Community Health Center
- Containers Up
- TRUE Skool



Invest in our effort to achieve the world-class revitalization of
Milwaukee's harbor by sponsoring Harbor Fest.

SPONSORSHIP LEVELS

Lake Sturgeon Presenting Sponsor

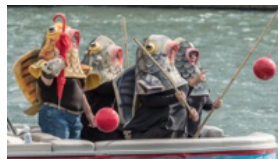
\$10,000

- Harbor Fest "Presented by BUSINESS LOGO" on all event materials
- Logo on all promotional materials (digital & print advertising)
- Logo on all event posters, postcards, website (linked), E-Newsletter (linked)
- Recognition as Presenting Sponsor in all radio spots
- Recognition in social media posts and press releases
- Logo on stage and event banner
- Opportunity to host a booth at event
- Opportunity to speak at event
- Logo on t-shirt
- Opportunity to have a decorated boat lead the Milwaukee Boat Parade
- VIP boat tour reserved for your group of 75

Northern Pike Stage Sponsor

\$7,500

- Harbor Fest Stage "Presented by BUSINESS LOGO" on all event materials
- Logo on all promotional materials (digital & print advertising)
- Logo on all event posters, postcards, website (linked), E-Newsletter (linked)
- Recognition in social media and press releases
- Logo on stage signage & event banner
- Opportunity to host a booth at event
- Name recognition from stage
- Logo on t-shirt
- Opportunity to have a decorated boat in Milwaukee Boat Parade
- VIP boat tour reserved for your group of 25



Walleye

\$5,000

- Logo on all promotional materials (digital & print advertising)
- Logo on all event posters, postcards, website (linked), E-Newsletter (linked)
- Recognition in social media and press releases
- Logo on event banner
- Opportunity to host a booth at event
- Name recognition from stage
- Logo on t-shirt

Perch

\$2,500

- Logo on all event posters and postcards
- Logo on website (non-linked), E-Newsletter (non-linked)
- Logo on event banner
- Opportunity to host a booth at event
- Name recognition from stage
- Logo on t-shirt

Minnow

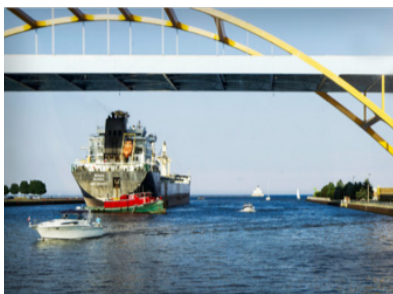
\$1,500

- Name on all event posters and postcards
- Name on website (non-linked), E-Newsletter (non-linked)
- Name on sponsor banner
- Opportunity to host a booth at event
- Name recognition from stage
- Name on t-shirt

Friend of Harbor Fest

\$500

- Name on website (non-linked), E-Newsletter (non-linked)
- Name on sponsor banner
- Name recognition from stage
- Name on t-shirt



Yes! I will partner with the Harbor District's Harbor Fest!

- ☐ Lake Sturgeon Presenting Sponsor - \$10,000
- ☐ Northern Pike Stage Sponsor - \$7,500
- ☐ Walleye - \$5,000
- ☐ Perch - \$2,500
- ☐ Minnow - \$1,500
- ☐ Friend of Harbor Fest - \$500
- ☐ I would like to make a donation of \$_____

Please email your logo JPG, PNG and EPS/TIF formats to Stephanie Sherman at stephanie@harbordistrict.org

Company Name _____ Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature _____ Date _____

Payment Method

- ☐ Check Enclosed (payable to Harbor District, Inc.)
- ☐ Please invoice us at the address provided above
- ☐ Please charge the following credit card number in the amount of \$_____

Account Number _____ Exp. _____

Card Type: AMEX VISA DISCOVER MASTERCARD

Signature _____ Date _____

Harbor District, Inc.
Attn: Stephanie Sherman, Strategic Partnerships Manager
600 E. Greenfield Ave. · Milwaukee, WI 53204
stephanie@harbordistrict.org · 414-687-7072