Full Year Event Sponsorship includes the following events: Artful Wine Walk, Fall Beer Taste, Fall Fun!, Ladies Night Out, 3rd Ticketed event (date & theme TBD), and Streets of Sun Prairie (SoSP) event series.

Return this commitment form to confirm your 2023 sponsorship!

We would like to sponsor the following events:

- All of them! We’re an outside of the BID business and would like to be a Full Year Event Sponsor: $5,000
- We’re an outside of the BID business and would like to sponsor a Signature Event for $900
  - includes: Artful Wine Walk, Fall Beer Taste, Fall Festival, and Ladies Night Out (circle event/s interested in)
- All of them! We’re a BID business and would like to be a Full Year Event Sponsor: $2,500
- We’re a BID business and would like to sponsor the following Single Event/s:
  - SoSP Dream Park + Dueling Pianos, June 15: $300
  - SoSP event #2, theme TBD, June 29: $300
  - SoSP Sing-a-Long + Magician, July 27: $300
  - SoSP, Classic Cars + Bluegrass, August 3 or 10: $300
  - Fall Beer Taste, date TBD: $300
  - Artful Wine Walk, May 4: $300
  - Fall Fun!, October 14: $300
  - Ladies Night Out, December: $300
  - 3rd Ticketed event, date & theme TBD: $300
  - Santa Saturday, December 9: $300 (1 sponsor = host location)
  - Santa Saturday, December 16: $300 (1 sponsor = host location)

See the back of this sheet for event dates, commitment deadlines, and Event Policy information.
## Downtown Sun Prairie 2023 Events and Commitment Deadlines

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date</th>
<th>Time</th>
<th>Est Attendance</th>
<th>Commitment Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine Walk, pre-sale ticketed event</td>
<td>Thursday, May 4</td>
<td>5-8:30PM</td>
<td>400</td>
<td>March 1</td>
</tr>
<tr>
<td>Streets of Sun Prairie event series</td>
<td>Thursday evenings:</td>
<td>core hours:</td>
<td>75-500/event</td>
<td>April 1</td>
</tr>
<tr>
<td></td>
<td>June 15 &amp; 29, July 27</td>
<td>5-7PM</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>August 3 or 10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall Beer Taste, pre-sale ticketed event</td>
<td>TBD</td>
<td>Noon-4PM</td>
<td>300+</td>
<td>July 1</td>
</tr>
<tr>
<td>Fall Fun!</td>
<td>Saturday, October 14</td>
<td>11AM-5PM</td>
<td>2,500-3,000</td>
<td>August 1</td>
</tr>
<tr>
<td>Ladies Night Out</td>
<td>Thursday, December 7</td>
<td>5-8:30PM</td>
<td>400-500</td>
<td>October 1</td>
</tr>
<tr>
<td>Santa Saturday: 2 dates to choose from,</td>
<td>Saturdays: December 9</td>
<td>10AM-noon, or</td>
<td>75-150</td>
<td>October 1</td>
</tr>
<tr>
<td>1 sponsor/event. Sponsor will serve as</td>
<td>December 9, December 12:30-2:30PM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>the host location for the event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd Ticketed event</td>
<td>TBD</td>
<td>TBD</td>
<td>Unknown</td>
<td>TBD</td>
</tr>
</tbody>
</table>

### Event Policy:

- The BID has the right to change event dates if a conflict is issue is identified. In the instance of a date change, all Downtown Sun Prairie business and property owners will be notified; all sponsors will also be notified.
- In the unfortunate event that an event/s must be canceled, the BID will give sponsors the option to receive a full or partial refund, depending on the amount paid, or if applicable, to apply funds to an alternate event or promotion that the BID Board approves.
- Downtown Sun Prairie businesses will have until February 1 to commit to a sponsorship level. After February 1, the Event Sponsorship Opportunity document will be sent to businesses outside of the BID area.
- If a BID business commits to a minimum of a single event by February 1, the category of that business “blocks” all Outside of the BID businesses from participating in that category. (Example: a commitment from the Bank of Sun Prairie by February 1 would block all other outside of the BID financial service businesses from sponsoring that event year).
- All Outside of the BID sponsorship commitment requests will be evaluated by the BID’s Executive Committee + the business/es that are perceived as competitive.
- After February 1 category exclusivity rights are no longer in place.
- If the Commitment Deadline expires and all 4 (four) of the outside of the BID business sponsorships have not been committed to, BID businesses may sponsor at a cost of $300.
- Examples of items that may include a sponsor logo: printed posters, flyers, banners, social media promotion, apparel, giveaway bags.
- Examples of items that may not include a sponsor logo: wristbands, glassware.
- If there is not space for all logos within advertising, sponsors will be listed as a line item within the ad.
- Any BID Property and/or Business Owner (member) who has a business inside & outside of the BID may promote or advertise their Outside of the BID business at BID events, etc. as long as that business has a consistent brand name as the business that is inside the BID.
- All BID businesses may have a table at any BID event, but only paid sponsors will be included in promotional materials &/or advertising.