



2024 Discover Derby Day

The Corners of Brookfield

May 4, 2024

2:00pm – 7:00pm

150 Guests (Estimate)

Discover Brookfield and The Corners of Brookfield are excited to announce our first ever Discover Derby Day at The Corners of Brookfield. Join us on May 4th from 2pm – 7pm for the most exciting 2 minutes in sports. In partnership with Margaux and Woodford Reserve, we welcome guests to get dressed in their finest Derby attire. Complete with bourbon tastings, delectable dining opportunities, raffle items, and much more, this is an event you won't want to miss.

Sponsors will have the opportunity to promote their business to a wide and diverse audience. See how you can be involved!

Presenting Sponsor - \$1,500 Donation (\$15,575 Value) (1 Available) **SOLD**

- On-Site Activation - \$2,500 Value
- Recognition in press release - \$2,000 Value
- 4 Social Media Posts Promoting Your Business as Presenting Sponsor - \$1,000 Value
- Logo/Name Prominently Displayed on all Marketing Materials - \$1,750 Value
- Company logo on Discover Brookfield and The Corners of Brookfield event website page with link to company website - \$3,000 Value
- Business announced as Sponsor at event - \$625 Value
- Business listed in Facebook Event Description - \$500 Value
- 4 Tickets to event - \$200 Value
- Logo/Name displayed on I-94 and Bluemound Digital Billboards for 14 Days – \$2,500 Value
- Logo/Name displayed on Market Square and Digital Kiosks for 14 Days – \$1,500 Value

Gold Sponsor - \$1,000 Donation (\$10,725 Value) (2 Available)

- On-Site Activation - \$2,500 Value
- 2 Social Media Posts Promoting Your Business as Presenting Sponsor - \$500 Value
- Company logo on Discover Brookfield and The Corners of Brookfield event website page with link to company website - \$3,000 Value
- Business announced as Sponsor at event - \$625 Value
- 2 Tickets to event - \$100 Value
- Logo/Name displayed on I-94 and Bluemound Digital Billboards for 14 Days – \$2,500 Value
- Logo/Name displayed on Market Square and Digital Kiosks for 14 Days – \$1,500 Value



Silver Sponsor - \$500 Donation (\$6,000 Value) (4 Available)

- 1 Social Media Post Promoting Your Business as Presenting Sponsor - \$250 Value
- Company logo on Discover Brookfield and The Corners of Brookfield event website page with link to company website - \$3,000 Value
- Logo/Name displayed on I-94 and Bluemound Digital Billboards for 7 Days – \$1,250 Value
- Logo/Name displayed on Market Square and Digital Kiosks for 14 Days – \$1,500 Value



Bronze Sponsor - \$250 Donation (\$4,500 Value) (6 Available)

- Company logo on Discover Brookfield and The Corners of Brookfield event website page with link to company website - \$3,000 Value
- Logo/Name displayed on Market Square and Digital Kiosks for 14 Days – \$1,500 Value

Event Cancellation Policy:

- If Discover Derby Day is cancelled, Sponsors will be reimbursed as stated below:
 - More than 90 days in advance – 75% Refund
 - 45-89 days in advance – 50% Refund
 - 14-44 days in advance – 25% Refund
 - Less than 2 weeks in advance – 0% Refund
- If a Sponsor cancels any time leading up to the event, there will be no reimbursement.

Please initial here stating you've read and understand the cancellation policy: _____

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Contact Person: _____ Contact Email: _____

Signature: _____ Date: _____

Please email company logo and link to website to: anna@discoverbrookfield.com

Please make checks payable to Town of Brookfield Convention & Visitors Bureau and mail to:

GBCC/Discover Brookfield
Attn: Anna Antoine
17100 W Bluemound Road
Suite 202
Brookfield, WI 53005