



### **2024 Town's Chili Showdown**

Galleria West Shopping Center  
October 12, 2024  
12:00pm – 3:00pm  
300 Guests (Estimate)

Discover Brookfield is excited to announce our first ever chili cook-off, The Town's Chili Showdown! This event is taking place on October 12<sup>th</sup> at Galleria West. Chili aficionados from all over will gather to put their best recipes to the test. Guests will enjoy a variety of chili options, live music and lawn games. This is the perfect community event, and all are welcome!

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 (\$11,940 Value) (1 Available)**

- Recognition in press release - *\$2,000 Value*
- Logo/Name Prominently Displayed on Event Marketing Materials - *\$1,750 Value*
- Business listed in Facebook Event Description - *\$500 Value*
- Discover Brookfield to announce Sponsor at event - *\$600 Value*
- 10x10 booth space at event - *\$2,500 Value*
- Opportunity to hand out literature, brochures, have an activity to pair with booth - *\$1000 Value*
- Opportunity to Promote your Organization in Goodie Bags - *\$500 Value*
- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- Large One-Color Logo on VIP Shirt - *\$700 Value*
- 4 VIP Tickets to event - *\$140 Value*
- 3 Social Media Posts Promoting Your Business as Presenting Sponsor - *\$750 Value*



#### **Gold Sponsor - \$1,000 Donation (\$6,670 Value) (2 Available)**

- 10x10 booth space at event - *\$2,500 Value*
- Opportunity to hand out literature, brochures, have an activity to pair with booth - *\$1000 Value*
- Opportunity to Promote your Organization in Goodie Bags - *\$500 Value*
- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- Medium One-Color Logo on VIP Shirt - *\$600 Value*
- 2 VIP Tickets to event - *\$70 Value*
- 2 Social Media Posts Promoting Your Business as Presenting Sponsor - *\$500 Value*



**Silver Sponsor - \$500 Donation (\$2,750 Value) (5 Available)**

- Opportunity to Promote your Organization in Goodie Bags - \$500 Value
- Company logo on Discover Brookfield event website page with link to company website - \$1,500 Value
- Small One-Color Logo on VIP Shirt - \$500 Value
- 1 Social Media Posts Promoting Your Business as Presenting Sponsor - \$250 Value

**Event Cancellation Policy:**

- If The Town's Chili Showdown is cancelled by Discover Brookfield, 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 – 24% 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: \_\_\_\_\_

We plan to send promotional materials for Goodie Bags:

Yes

No

Please email company logo and link to website to: [anna@discoverbrookfield.com](mailto: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