



The 2027 Sponsorship Guide

Connect your brand with the events and experiences that strengthen Oconomowoc throughout the year.

OCONOMOWOC
AREA CHAMBER OF COMMERCE





Table Of Contents

Welcome Message	03
Facts and Figures	04
Calendar of Events	05
 Community Event Sponsorships	07
 Event Hosting Opportunities	17
 Connect & Engage Sponsorships	18
Contact Us	19



Connecting Business and Community

The **Oconomowoc Area Chamber of Commerce** is proud to play a role in creating a thriving and vibrant community for local businesses and residents. Through networking and educational opportunities, marketing support, and signature events like our Beer Gardens and Fall Fest, we're committed to helping businesses grow, build relationships, and stay connected.

Inside this guide, you'll find an overview of our events and the many sponsorship opportunities available throughout the year. These events bring people together, strengthen local connections, and create meaningful experiences that support both our business community and the local economy.

Our events continue to attract strong attendance and engagement, drawing thousands of visitors to Downtown Oconomowoc and surrounding event venues each year. Select events generate more than 12,500 visits and attract attendees from across Lake Country and southeastern Wisconsin, extending sponsor visibility well beyond Oconomowoc. Sponsors also have the opportunity to connect with a highly engaged audience, with median household incomes approaching \$100,000 and nearly half of attendees holding a bachelor's degree or higher.

Established in 1969, the Chamber is a 501(c)(6) nonprofit, member-based organization that supports businesses across the greater Oconomowoc area. We are proud to connect our members with potential customers, employees, and collaborators while investing in the continued success of our local economy.

We invite you to explore the opportunities within this guide and consider getting involved. Your support helps make these events possible while contributing to the continued growth and vitality of our community. We are confident your business will find meaningful value in being part of these experiences and the positive impact they create throughout the year. Thank you for being part of Oconomowoc.

Sincerely,

Sara Ninmann
Director of Community Events
Oconomowoc Area Chamber of Commerce



Kelly Webster
Executive Director
Oconomowoc Area Chamber of Commerce



Facts and Figures

Be Part of a Strong Organization

500 Total Members

over **100** Industries Represented

Over
1,500

attendees at workshops
& networking events



36

Networking Events
bringing chamber
members together



**Supporting
businesses
since 1969**

\$22,000

in charitable contributions supporting
local community organizations



1,500 Chamber Gift Certificates Sold
encouraging and directly pointing
thousands to shop locally in Oconomowoc

Reach Potential Customers

The following audience insights are based on visitor data collected from the City Green and surrounding downtown event areas where many Chamber events take place, providing a snapshot of the residents and visitors sponsors can expect to reach.



100,000

(Public) Event Visits
from across Southeastern Wisconsin

180% Attendance Growth



**Attendees at our events
have a bachelor's
degree or higher**



+ of dwell time

\$100,000



**Median Household
Income**



2027 Calendar of Events

| **Networking Events** | **Community Events** | **Educational Opportunities**

Jan

- | **8:** Young Professionals Coffee & Conversation
- | **13:** Lake Country Connections - Golden Mast Inn
- | **30:** Chili Fest

Feb

- | **5:** Women In Business Over Coffee
- | **9:** Business Over Breakfast - State of the City
- | **12:** Young Professionals Coffee & Conversation
- | **18:** Business After Hours

March

- | **5:** Women In Business Over Coffee
- | **12:** Young Professionals Coffee & Conversation
- | **TBD:** Lake Country Connections

April

- | **2:** Women In Business Over Coffee
- | **6:** Job Expo & Career Fair - Oconomowoc High School
- | **9:** Young Professionals Coffee & Conversation
- | **13:** Leadership Round Table
- | **21:** Business After Hours

May

- | **1:** Summer Farmers' Market Opening Day
- | **7:** Women In Business Over Coffee
- | **11:** State of the Economy
- | **14:** Young Professionals Coffee & Conversation
- | **19:** Business After Hours

June

- | **4:** Women In Business Over Coffee
- | **5:** YBR 5K/Run/Walk & Kids Fun Run
- | **11:** Young Professionals Coffee & Conversation
- | **17-19:** June Beer Garden
- | **21:** OACC Annual Golf Classic
- | **TBD:** Lake Country Connections



2027 Calendar of Events

| **Networking Events** | **Community Events** | **Educational Opportunities**

July

- | **9:** Young Professionals Coffee & Conversation
- | **14:** Lunch On the Lake
- | **15-17:** July Beer Garden
- | **21:** Business After Hours

Aug

- | **6:** Women In Business Over Coffee
- | **8:** State of the County
- | **13:** Young Professionals Coffee & Conversation
- | **19-21:** August Beer Garden

Sept

- | **10:** Young Professionals Coffee & Conversation
- | **10:** Concert Night - Fall Fest
- | **11:** Fall Fest
- | **21:** Oconomowoc Growth Luncheon
- | **TBD** - Nine & Dine Golf Outing
- | **TBD:** Lake Country Connections

Oct

- | **1:** Women In Business Over Coffee
- | **5:** Leadership Roundtable
- | **8:** Young Professionals Coffee & Conversation
- | **14:** Witches Night
- | **15:** Annual Member Meeting
- | **20:** Business After Hours
- | **30:** Business Trick or Treat

Nov

- | **7:** OACC Annual Celebration & Awards
- | **9:** State of Education
- | **12:** Young Professionals Coffee & Conversation
- | **17:** Stakeholders Dinner

Dec

- | **3:** Women In Business Over Coffee
- | **9-11:** Carriages with the Clauses
- | **10:** Young Professionals Coffee & Conversation
- | **15:** Business After Hours - Member Appreciation

Oconomowoc Beer Gardens



The Oconomowoc Beer Garden attracts an average of 5,000 visitors each season, including a strong mix of local attendees and out-of-town guests. This consistent traffic creates meaningful exposure for sponsors, putting their brand in front of a highly engaged and diverse audience. Through on-site visibility and extended promotion, sponsors benefit from both community connection and regional reach.

Presenting Sponsor

Individual Garden Sponsor:
\$2,500 (3 available)
or
**Exclusive All-Gardens
Sponsor: \$6,500 (1 available)**

- Primary logo placement
- Email inclusion
- Social media inclusion
- Website inclusion
- Designated parking
- Stage mentions

Cup Sponsor

**\$3,500
for all three gardens**

- Logo on cups (all gardens)
- Email inclusion
- Social media inclusion
- Website inclusion

Entertainment Sponsor

Individual Garden Sponsor:
\$1,200 (3 available)
or
**Exclusive All-Gardens
Sponsor: \$3,000 (1 available)**

- Secondary logo placement
- Email inclusion
- Social media inclusion
- Website inclusion
- Stage mentions

Keep it Cold Sponsor

\$500

3 available, 1 per garden

- Name placement
- Email inclusion
- Social media inclusion
- Website inclusion

VIP Tent Rental

\$500

9 available

- Reserved tent and tables with company logo
- Opportunity to purchase branded drink tickets

Annual Golf Classic



The OACC Annual Golf Classic brings together more than 150 business professionals, golfers, and community members for one of the Chamber's most popular events of the year. This strong attendance creates valuable exposure for sponsors, putting their brand in front of a highly engaged local and regional audience. With on-course interactions, event activities, and networking opportunities throughout the day, sponsors gain meaningful visibility while building real connections in a relaxed, fun environment.

Presenting Sponsor

\$5,000 (1 available)

- Primary logo placement in event materials
- One foursome
- Podium time
- Clubhouse presence
- Table signage
- Tee sponsorship
- Preregistration recognition
- Inclusion in swag bag

Fuel Your Game Sponsor

\$3,500 (1 available)

- One foursome
- Clubhouse lawn presence
- Preregistration recognition
- Inclusion in swag bag

Signature Dining Sponsor

\$3,000 (1 available)

- One foursome
- Table signage
- Preregistration recognition
- Inclusion in swag bag

Event Experiences

Putting Contest Sponsor – \$2,000 (1 available)

Preregistration listing

Golf Cart Sponsor – \$1,500 (1 available)

Preregistration listing
Logo displayed on golf carts

Box Lunch Sponsor – \$1,000 (1 available)

Preregistration listing

Bloody Mary Sponsor – \$750 (1 available)

Preregistration listing

Swag Bag Sponsor – \$1,000 (1 available)

Logo featured on swag bags

On-Course Visibility

Course Contest Sponsor – \$1,000 (1 available)

Preregistration listing
Prizes to include your products or services

Tee Sponsor – \$500 (16 available)

Tee signage on course
Preregistration listing

Green Sponsor – \$250 (16 available)

Tee signage on course
Preregistration listing



A signature community tradition that brings nearly 30,000 visitors to Oconomowoc each year. Fall Fest attracts attendees from throughout southeastern Wisconsin, creating valuable exposure for sponsors while supporting local businesses and showcasing the best of Oconomowoc and the Lake Country community.

Presenting Sponsor

\$15,000 (1 available)

- Primary logo placement
- Email inclusion
- Social media inclusion
- Website inclusion
- 25 drink tickets
- Designated parking
- Stage mentions

Entertainment Sponsor

\$5,000 (1 available)

- Stage logo placement
- Email inclusion
- Social media inclusion
- Website inclusion
- 12 drink tickets
- Designated parking

Bar Sponsor

\$3,000 (2 available)

- Logo on bar
- Email inclusion
- Social media inclusion
- 8 drink tickets

Event Visibility

Fresh & Clean Sponsor - \$2,000 (1 available)

Logo placement on port-a-potties
Email inclusion
Social media inclusion

Kids' Area Sponsor - \$2,000 (1 available)

Banner placement
Email inclusion
Social media inclusion

Photo Area Sponsor - \$750 (1 available)

Yard sign
Email inclusion
Social media inclusion

Keep it Cold Sponsor - \$500 (5 available)

Bar signage
Email inclusion
Social media inclusion

Cup Sponsor - \$3,500 (1 available)

Logo on cups
Email inclusion
Social media inclusion
10 drink tickets

Harvest Tent Sponsor - \$3,000 (1 available)

Tent logo placement
Email inclusion
Social media inclusion
10 drink tickets

Trolley Sponsor - \$2,500 (2 available)

Magnet on trolley
Email inclusion
Social media inclusion



An annual tradition for thousands of residents and visitors, Chili Fest brings the heat to Downtown Oconomowoc! Local businesses compete to see who can make the best chili, while attendees sample their creations and enjoy shopping, dining, and seasonal festivities. With more than 7,000 people attending, this beloved winter event is a great way to warm up, explore downtown, and support the community.

Presenting Sponsor

\$3,000 (1 available)

- Email inclusion
- Dedicated social media recognition
- Website inclusion
- Press release and photo opportunity inclusion
- Logo on front of lanyard
- 10 event tickets

Prize Sponsor

\$1,500 (1 available)

- Secondary logo placement
- Email inclusion
- Group social media recognition
- Website inclusion
- Inclusion in press release and photo opportunity
- 6 event tickets

Lanyard Sponsor

\$1,000 (1 available)

- Email inclusion
- Website inclusion
- Advertisement on the back of the lanyard
- 4 event tickets

Awards Sponsor

\$750

1 available

- Email inclusion
- Group social media recognition
- Website inclusion
- 2 event tickets

Ice Carving Sponsor

\$500

6 available

- Name placement
- Email inclusion
- Group social media recognition
- Website inclusion
- 2 event tickets

Ladies Night - Spring Sip & Stoll



Spring Sip & Stroll celebrates the season with an evening of shopping, sipping, and springtime fun throughout Downtown Oconomowoc. Guests pick up a swag bag and passport before exploring participating businesses, enjoying exclusive promotions, and collecting stamps for a chance to win a gift basket while experiencing the energy of spring in downtown Oconomowoc.

Presenting Sponsor

\$1,000 (1 available)

- Primary logo placement
- Email inclusion
- Social media inclusion
- Website inclusion
- Business spotlight booth

Swag Bag Sponsor

\$500 (2 available)

- Logo on swag bag
- Email inclusion
- Social media inclusion
- Website inclusion
- Business spotlight booth

Passport Sponsor

\$500 (1 available)

- Logo on passport
- Email inclusion
- Social media inclusion
- Website inclusion
- Business spotlight booth

Ladies Night - Witches Night Out



Witches Night Out brings a little magic to Downtown Oconomowoc with an evening of shopping, sipping, and fall vibes. Guests begin the night by picking up a swag bag and map before exploring participating businesses, enjoying festive promotions, seasonal treats, and witchy-themed experiences.

Presenting Sponsor

\$1,000 (1 available)

- Primary logo placement
- Email inclusion
- Social media inclusion
- Website inclusion
- Business spotlight booth

Swag Bag Sponsor

\$500 (2 available)

- Logo on swag bag
- Email inclusion
- Social media inclusion
- Website inclusion
- Business spotlight booth

Passport Sponsor

\$500 (1 available)

- Logo on passport
- Email inclusion
- Social media inclusion
- Website inclusion
- Business spotlight booth



Held May through October, the Oconomowoc Farmers Market brings over 40,000 shoppers to Oconomowoc on Saturday mornings to purchase fresh produce, baked goods, artisan products, flowers, and more from local vendors. The market creates a vibrant atmosphere that supports small businesses, encourages visitors to explore, and strengthens connections within the community. The Farmers Market provides sponsors with valuable visibility and the opportunity to connect with an engaged audience that values shopping local and supporting the region.

Presenting Sponsor

\$5,000 (1 available)

- Premier logo placement on market materials
- Logo featured on market tote bags
- Logo included on event signage
- Exclusive welcome booth presence
- Social media post

Grow Together Sponsor

\$1,000 (2 available)

- Secondary logo placement on market materials
- Logo included on event signage
- Spotlight booth opportunity at the market

Neighborhoodly Supporter

\$500 (12 available)

- Name recognition on event signage
- Community supporter recognition throughout the market

Yellow Brick Road



The Yellow Brick Road 5K Run/Walk is more than a race. It's a beloved community tradition celebrating Oconomowoc's unique connection to The Wizard of Oz. Bringing together runners, walkers, families, and visitors, this popular event showcases downtown Oconomowoc while creating a fun and memorable experience for participants of all ages. With nearly 1,000 participants and spectators attending each year, sponsoring the Yellow Brick Road 5K puts your business in front of a broad and engaged audience while aligning your brand with one of Oconomowoc's most distinctive and celebrated community events.

Presenting Sponsor

\$2,500 (1 available)

- Logo at starting line
- Top logo placement on event t-shirt
- Email inclusion
- Social media inclusion
- Opportunity to hand out medals at the finish line

Kids Fun Run Sponsor

\$1,000 (1 available)

- Logo on event t-shirt
- Email inclusion
- Social media inclusion
- Opportunity to hand out medals at the finish line

Awards Sponsor

\$750 (1 available)

- Email inclusion
- Social media inclusion
- Opportunity to hand out winner medals at Oz Plaza

Event Visibility Sponsorships

Character Flag Sponsor - \$500 (6 Available)

Logo on character flags along race route
Social media inclusion

T-shirt Sponsor - \$250 (10 available)

Logo on official event t-shirt
Social media inclusion

Mile Marker Sponsor - \$250 (3 Available)

Logo on Mile Marker signage
Social media inclusion

Carriage with the Clauses



Carriage with the Clauses brings holiday magic to Downtown Oconomowoc as families enjoy festive horse-drawn carriage rides with Santa and Mrs. Claus. This beloved seasonal tradition consistently sells out, drawing families from across the area to experience the charm of downtown during the holidays. Sponsors receive visibility while helping create memorable holiday experiences that encourage visitors to shop, dine, and celebrate the season in Oconomowoc.

Presenting Sponsor

\$1,500 (2 available)

- Premier logo placement on all event marketing
- Logo on event signage
- Social media and website recognition
- A private carriage ride (up to 10 people)

Jolly & Bright Sponsor

\$500 (2 available)

- Secondary logo placement on event signage located at drop of and pick up of carriage
- Logo on event signage
- Social media and website recognition

Event Visibility Sponsorships

Cup of Joy Sponsor - \$500 (1 available)

- Logo displayed on cocoa cups
- Recognition at the cocoa station
- Logo included on event signage
- Social media recognition
- Website recognition

Reindeer Food Sponsor - \$300 (1 available)

- Logo displayed at the reindeer food station
- Logo included on event signage
- Social media recognition
- Website recognition

Ladies Nine & Dine



Ladies Nine & Dine is a fun evening of golf, networking, and community connection for professional women across the Oconomowoc area. Sponsoring this popular event puts your business in front of an engaged audience while supporting meaningful relationship-building and local connections.

Queen of the Green Sponsor

\$3,000 (1 available)

- Primary logo placement
- Social media post
- Group social media recognition
- Logo on event website
- Named website recognition
- Stage mention at golf welcome and networking event
- Promotional item in swag bag
- Four golf registrations included

Swag Bag Sponsor

\$1,000 (1 available)

- Logo placement on swag bag
- Social media post
- Logo on event website
- Promotional item in swag bag

Grip It & Sip It Cup Sponsor

\$1,000 (1 available)

- Logo placement on commemorative event cup
- Social media post
- Logo on event website
- Promotional item in swag bag

Event Visibility Sponsorships

Fiesta on the Fairway Sponsor - \$1,000 (2 Available)

On-course signage placement
Social media post
Logo on event website
Promotional item in swag bag

Margarita Bar Sponsor - \$750 (1 Available)

Logo displayed on bar
Social media recognition
Logo on event website
On-course visibility throughout the event

Holy Guacamole Tee Sponsor- \$300 (9 Available)

Tee box yard sign
Group social media recognition
Named website recognition
Promotional item in swag bag

Swag Bag Promotional Item - \$50

Business promotional item included in golfer swag bags

Single golfer registration (\$75): 9 holes of golf, taco bar, margarita and commemorative cup

Social networking event admission (\$30): Networking event admission, taco bar, margarita

Oconomowoc Area Chamber Awards Dinner



The Oconomowoc Area Chamber Awards Dinner is a celebration of the businesses, organizations, and individuals whose leadership, innovation, and community involvement make the Oconomowoc area a great place to live, work, and do business. As one of the Chamber's premier annual events, the Awards Dinner brings together community leaders, business professionals, and Chamber members for an evening of recognition and connection. It's a unique opportunity to showcase your commitment to the local business community while placing your brand in front of a highly engaged audience.

Presenting Sponsor

\$3,000 (1 available)

- Table for 10 guests
- Premium event signage
- Newspaper recognition
- Recognized during ceremony
- Logo on opening presentation slide
- Full-page program ad
- Welcome stage mention
- Two reserved parking spaces

Registration Sponsor

\$2,000 (1 available)

- Recognized during ceremony
- Event registration sponsorship recognition
- High-visibility attendee touchpoint throughout registration process

Centerpiece Sponsor

\$2,000 (1 available)

- Quarter-page program ad
- Recognized during ceremony
- Recognition displayed on event centerpieces

Event Recognition & Visibility Sponsorships

Award Ceremony Sponsor – \$1,000 (1 available)

Event signage
Newspaper recognition
Recognized during ceremony
Half-page program ad
Awards presentation introduction recognition

Community Giving Sponsor – \$1,000 (1 available)

Recognized during ceremony
Opportunity to sponsor the event drawing

Table Sponsor – \$1,000 (10 available)

Table for 10 guests
Event signage
Quarter-page program ad

Raffle Sponsor – \$1,000 (1 available)

Table for 10 guests
Event signage
Signage recognition
Recognized during ceremony

Event Hosting Opportunities



Bring the Chamber membership right to your door! Hosting a Chamber event gives your business a unique opportunity to showcase your space, connect directly with fellow members, and put your business front and center. Hosting sponsorships include visibility before, during, and after the event through Chamber promotions, signage, social media, and attendee engagement.

Business After Hours

\$300
5 available

Women in Business Over Coffee

\$200
8 available

Young Professionals

Complimentary in 2027
12 available

Host Benefits

- Featured recognition as the event host in Chamber promotions
- Social media recognition
- Email/newsletter promotion
- Logo or business name featured on the event registration page
- Opportunity to welcome attendees
- 3-5 minute opportunity to introduce your business
- Opportunity to provide promotional materials, giveaways, or displays
- Opportunity to showcase your business and location
- Chamber-managed event registration
- Chamber promotion to help drive attendance
- Valuable networking opportunities with Chamber members and local professionals

Host Responsibilities

- Provide an event location that is enough space for attendees
- Provide food and beverages
- Provide any special entertainment or activities
- We ask participants to focus on relationship-building and education rather than sales activities.
- Optional: Provide a door prize

Connect & Engage Sponsorships



Support the Chamber’s mission while putting your business in front of engaged members and community leaders. These sponsorship opportunities help make valuable networking, educational, and member-focused events possible throughout the year.

With logo placement on event registration pages, recognition on event signage, and social media exposure before and after each event, sponsors receive multiple touchpoints with attendees and the broader Chamber audience. Whether your goal is brand awareness, community involvement, or building new business relationships, these sponsorships offer year-round exposure while demonstrating your commitment to the local business community.

Lunch on the Lake \$500 3 available • Logo on registration • Logo on event signage • Social media recognition	Member Appreciation Event \$500 3 available • Logo on registration • Logo on event signage • Social media recognition	New Member Meeting \$500 2 available • Logo on registration • Logo on event signage • Social media recognition
Business Education Series \$500 3 available • Logo on registration • Logo on event signage • Social media recognition	Welcome Bag Sponsor \$500 3 available • Logo on welcome bag • Social media recognition	

Let's Connect

Interested in becoming a sponsor or have questions? We'd love to chat!

Whether you're looking to build connections, increase visibility, or get more involved in the community, our team is here to help you make the most of your sponsorship.



Oconomowoc Area Chamber of Commerce

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