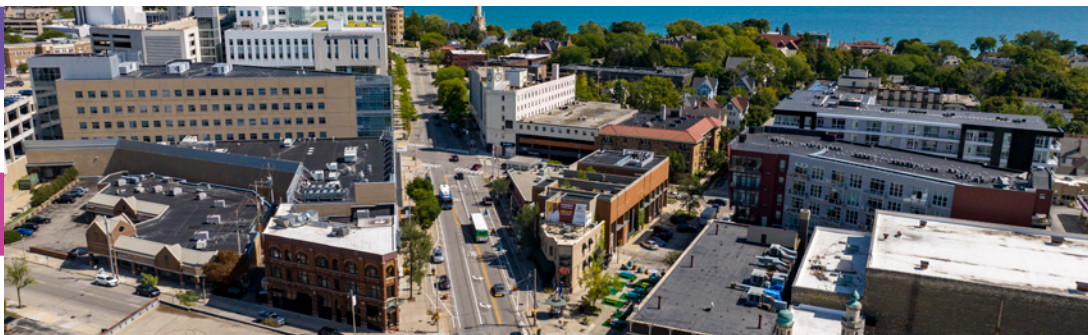




SPONSORSHIPS 2026



theeastside.org

Dear East Side Supporter

For more than 25 years, the East Side Business Improvement District, a 501(c)3 nonprofit, has been working to enhance and strengthen our neighborhood with a variety of events, programs, and initiatives that both proactively create vibrancy and respond to desires from district stakeholders. With a great 2025 season behind us, we are more excited than ever to continue this work with renewed energy in 2026 as we look forward to welcoming key new businesses, creating exciting new events, expanding resources for our businesses, and adding new ways to get involved.

Creating a thriving restaurant, retail, service, and residential area is vital to the success of the local economy, and we cannot do it without you. With new events and programs that promise to bring a fresh energy to our district, your financial support is more important than ever.

We've developed sponsorship opportunities that are designed to expose your business to diverse audiences using a variety of outreach and engagement methods. We are always happy to talk more with you about how our partnership options can best meet your business' goals and priorities, so please don't hesitate to let us know how we can best serve you as you support our community.

We look forward to working with you as we continue to build our vibrant, diverse, and welcoming East Side neighborhood!

With appreciation,

Ryan Laessig

Executive Director

The East Side Business Improvement District

director@theeastside.org

Thank you to our 2025 sponsors!

We are so grateful to these organizations for their generous support of the BID.



SPONSORSHIPS 2026

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INTERESTED IN SPONSORSHIP
OPPORTUNITIES?

Email director@theeastside.org



Sponsor Black Cat Alley



If you truly love everything Black Cat Alley offers the city and the vibrancy it has created in the East Side neighborhood, and believe in the positive impacts of art for artists, the community, and local businesses, these partnership opportunities were made for you!

SPONSORSHIP LEVELS AVAILABLE

Premiere Partner Sponsor **\$15,000**

- Logo or name front and center on all 2026 Black Cat Alley programming & marketing materials
- First mention in all 2026 Black Cat Alley programming, media releases, and on Black Cat Alley poster

Mural Sponsor **\$10,000**

- Help fund our next large scale North Ave mural
- Large logo or name on all 2026 Black Cat Alley programming & marketing materials
- Mention in all 2026 Black Cat Alley programming, media releases, and on Black Cat Alley poster

Artist Sponsor **\$4,000**

- Fully fund a new artist mural, supporting local talent and fresh creativity
- Small logo or name on 2026 Black Cat Alley programming & marketing materials
- Mention in 2026 Black Cat Alley programming, media releases and on Black Cat Alley poster

Supporting Sponsor **\$1,000**

- Support ongoing landscaping and maintenance to keep Black Cat Alley beautiful and welcoming
- Logo placement on website, Black Cat Alley poster, and social media
- Certificate of donation to 501(c)3 organization

Friend of Black Cat Alley **\$100**

- Help us secure garden supplies and winterizing materials to protect the alley and its art year-round
- Logo placement on website and social media
- Certificate of donation to 501(c)3 organization

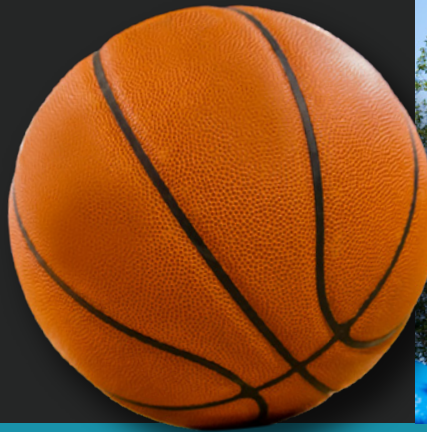
In-Kind Sponsorship

In-Kind Sponsorship opportunities, such as providing paint and materials for artists or print production of marketing materials and signage, are also available.

Pictured mural by **Hannah Tews**

East Side Madness

MARCH 2026



The East Side is the perfect place to watch the NCAA Tournament, with almost 100 TVs in our diverse selection of bars and restaurants. Come cheer for your favorite team with us!

SPONSORSHIP LEVELS AVAILABLE

Presenting Sponsor

\$3,000

- Exclusive sponsorship for tournament season - sponsoring giveaways and outreach
- Central logo placement on marketing, signage, website, and social media
- Top mention in media releases
- Recognition as presenting sponsor in dedicated social media posts and newsletter
- Marketing partnerships available as desired
- Certificate of donation to 501(c)3 organization

Passport Sponsor

\$1,000

- Prominent logo placement on passport, marketing, signage website, and social media
- Key mention in media releases
- Certificate of donation to 501(c)3 organization

Supporting Sponsor

\$500

- Logo placement on marketing, signage, and website
- Certificate of donation to 501(c)3 organization

black
cat
alley

After Dark

SPRING & FALL, 2026



Black Cat Alley is Milwaukee's largest free outdoor gallery, and we're excited to activate it with evening entertainment! Every event will be something new and different, but you can count on libations, music, and art as staples.

SPONSORSHIP LEVELS AVAILABLE

Event Sponsor

\$5,000

- Exclusive product usage throughout the event and accompanying brand signage
- Marquee logo placement on marketing, signage, website, and social media
- Top mention in media releases
- Recognition as presenting sponsor in dedicated social media posts and newsletter
- Certificate of donation to 501(c)3 organization

Sticker/SWAG Sponsor

\$1,000

- Logo placement on stickers and SWAG
- Logo placement on marketing, signage, website, and social media
- Mention in media releases
- Certificate of donation to 501(c)3 organization

Supporting Sponsor

\$250

- Logo placement on website and social media
- Certificate of donation to 501(c)3 organization

In-Kind Sponsor

- In kind opportunities such as liquor, beer, or energy drink sponsorships are available

IVANHOE
PLAZA

Yoga in the Plaza & Fitness Crawl

SUMMER 2026



We're planning either a fitness crawl or yoga in Ivanhoe Plaza to help our community enjoy fun and movement together. More event information is coming soon!

SPONSORSHIP LEVELS AVAILABLE

Presenting Sponsor

\$1,000

- Central logo placement on marketing, passport, signage, website, and social media
- Opportunity to speak at pre- and after-parties
- 4 event registrations included
- Top mention in media releases
- Recognition as Presenting Sponsor in dedicated social media posts and newsletter
- Marketing partnerships available as desired
- Certificate of donation to 501(c)3 organization

Swag Sponsor

\$500

- Prominent logo placement on marketing, signage, website and social media
- Opportunity to have booth/table at pre- and after-parties
- 2 event registrations included
- Key mention in media releases
- Certificate of donation to 501(c)3 organization

Supporting Sponsor

\$350

- Logo placement on marketing, signage, and website
- Certificate of donation to 501(c)3 organization

Image by MKE Yoga Social

Summer Soulstice Music Festival

JUNE 13, 2026



Be a part of Milwaukee's largest free music festival and official celebration of the Summer Soulstice! Summer Soulstice Music Festival showcases top local bands, visuals artists, makers, creation stations, activities, East Side businesses, and more. This is the ideal opportunity to showcase your brand at one of the top local events of the summer season.

SPONSORSHIP LEVELS AVAILABLE

Rockstar Sponsor

\$20,000

- Exclusive product usage throughout SSMF event accompanying band signage
- Naming rights to a music stage with prominent logoed signage
- Marquee logo placement on marketing, signage, website, and targeted social media outreach
- Exclusive double booth space at SSMF event
- Top mention in media releases
- Certificate of donation to 501(c)3 organization

Tour Manager Sponsor

\$5,000 | 3 Available

- Naming rights to a music stage with prominent logoed signage
- Tour Manager logo placement on marketing, signage, website, and targeted social media outreach
- Prominent double booth space at SSMF event
- Key mention in media releases
- Certificate of donation to 501(c)3 organization

Backstage Crew Sponsor

\$3,000

- Backstage Crew logo placement on marketing, signage, website, and targeted social media outreach
- Prominent single booth space at SSMF event
- Certificate of donation to 501(c)3 organization

Fan Sponsor

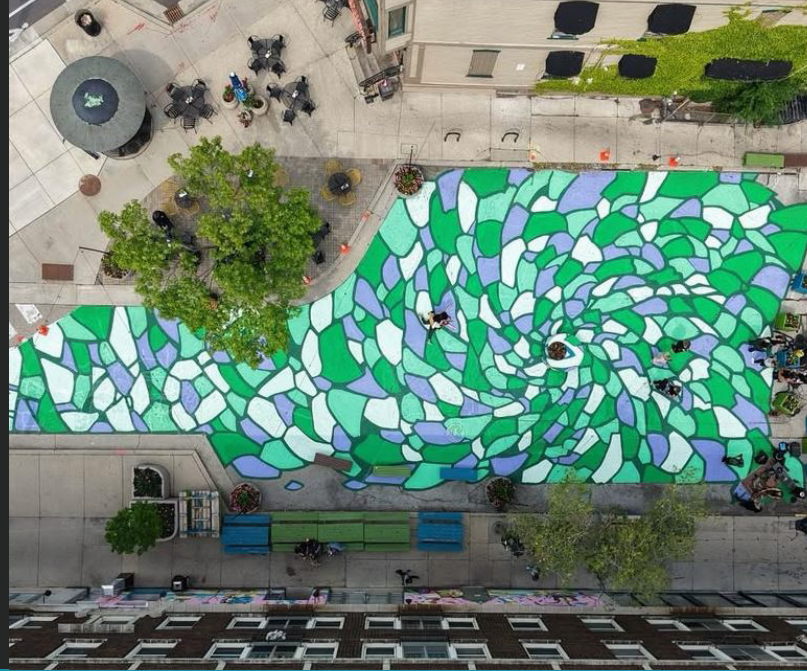
\$1,000

- Backstage Fan logo placement on marketing, signage, website, and targeted social media outreach
- Prominent single booth space at SSMF event
- Certificate of donation to 501(c)3 organization

BID business sponsorship rates are available. Email to inquire!

East Side Gallery Night

JULY 2026



Show your appreciation for our local creatives by supporting this event that showcases artists and makers across the East Side! Event attendees will be able to browse and appreciate local art, enjoy food and drink specials from local businesses, and even create some art of their own with community chalk art in Ivanhoe Plaza.

SPONSORSHIP LEVELS AVAILABLE

East Side Gallery Night Presenting Sponsor

\$3,000

- Marquee logo placement on marketing, signage, website, event map, and social media
- Top mention in media releases
- Recognition as presenting sponsor in dedicated social media posts and newsletter
- Opportunity to speak at the event
- 2 event registrations included
- Certificate of donation to 501(c)3 organization

Art Lover Sponsor

\$1,000

- Prominent logo placement on marketing, signage, website and social media
- Opportunity to have booth/table at pre- and after-parties
- 1 event registration included
- Key mention in media releases
- Certificate of donation to 501(c)3 organization

Supporting Sponsor

\$500

- Logo placement on website, event map, and social media
- Certificate of donation to 501(c)3 organization



Rolling Bike Party

SUMMER 2026

SPONSORSHIP LEVELS AVAILABLE

Presenting Sponsor **\$2,000**

- Top logo placement on all posters, postcards, social media, and website
- Top logo placement on passport
- Recognition as presenting sponsor in dedicated social media posts and newsletter
- Marketing partnerships available as desired
- Top mention in media releases
- Certificate of donation to 501(c)3 organization

Wheel Sponsor **\$1,000**

- Prominent logo placement on all posters, postcards, and website
- Prominent logo placement on passport
- Marketing partnerships available as desired
- Key mention in media releases
- Certificate of donation to 501(c)3 organization

Music Sponsor **\$800**

- Exclusive signage of sponsored stop with live musician
- Logo placement on all posters and website
- Certificate of donation to 501(c)3 organization

Spoke Sponsor **\$500**

- Logo placement on signage and website
- Certificate of donation to 501(c)3 organization

Supporting Sponsor **\$250**

- Logo placement on website
- Certificate of donation to 501(c)3 organization

Doors Open Mural Fest

SEPTEMBER 26-27, 2026



Get a behind-the-scenes look at the inner workings of some of your favorite East Side businesses, the Oriental Theatre, Black Cat Alley, and more.

SPONSORSHIP LEVELS AVAILABLE

Presenting Sponsor

\$5,000

- Marquee logo placement on marketing, signage, website, and social media
- Top mention in media releases
- Opportunity to speak at the event
- Certificate of donation to 501(c)3 organization

Artist Sponsor

\$2,500

- Prominent logo placement on marketing, signage, website, and social media
- Prominent mention in media releases
- Certificate of donation to 501(c)3 organization

Alley Sponsor

\$1,000

- Logo placement on marketing, signage, website, and social media
- Mention in media releases
- Certificate of donation to 501(c)3 organization

Supporting Sponsor

\$500

- Logo placement on website and social media
- Certificate of donation to 501(c)3 organization



Halloween Contest

OCTOBER 2026

Enjoy a ghoulishly good time at your favorite haunts while showing off your creative costume for a chance to win prizes. Spooktacular fun and specials will be available across the East Side.

SPONSORSHIP LEVELS AVAILABLE

Spooky Sponsor

\$1,000

- Exclusive sponsorship for costume contest - sponsoring giveaways and outreach
- Central/exclusive logo placement on marketing, signage, website, and social media
- Key mention in media releases
- Marketing partnerships available as desired
- Certificate of donation to 501(c)3 organization

Small Biz Saturday

NOVEMBER 28, 2026



This ever-growing event in celebration of Small Biz Saturday is the perfect opportunity to show your support for local and small businesses. Shop local businesses and makers and snag gift card specials to your favorite bars and restaurants. Get a jump on holiday shopping while supporting our local economy!

SPONSORSHIP LEVELS AVAILABLE

Local Love Sponsor

\$1,000

- Top logo placement on marketing, signage, website, and brochure
- Exclusive logo placement on social media
- Recognition as Local Love sponsor in dedicated social posts and newsletter
- Key mention in media releases
- Marketing partnerships available as desired
- Certificate of donation to 501(c)3 organization

Supporting Local Sponsor

\$500

- Logo placement on marketing, signage, website, and brochure
- Mention in media releases
- Marketing partnerships available as desired
- Certificate of donation to 501(c)3 organization

Image featuring My Sistuh's Trunk

Holiday Promo Sponsorships

DECEMBER 2026



It's the most wonderful time of the year! Be a part of our holiday promotions and get your brand noticed when you support shopping, dining, and enjoying local on the East Side. Sponsorship opportunities are available for our highly-viewed Holiday Gift Guide or Shop Local weekend promotions.

SPONSORSHIP LEVELS AVAILABLE

GIFT GUIDE SPONSORSHIP

Gift Guide Presenting Sponsor

\$2,000

- Be the official presenting sponsors of our Holiday Gift Guide, with top logo placement on gift guide and promotions on social media, email blasts, website, newsletter, and more
- Two-page spread promoting your business in Holiday Gift Guide (with design support provided by the East Side BID, if needed)
- Exclusive social media feature promoting your brand
- Top mention in media releases
- Certificate of donation to 501(c)3 organization

Gift Guide Partner Sponsor

\$500

- Logo placement on gift guide and promotions on social media, email blasts, website, newsletter, and more
- Full page ad in Holiday Gift Guide (with design support provided by the East Side BID, if needed)
- Key mention in media releases
- Certificate of donation to 501(c)3 organization

Gift Guide Supporting Sponsor

\$250

- Logo placement on gift guide and promotions on social media, email blasts, website, newsletter, and more
- Half page ad in Holiday Gift Guide
- Certificate of donation to 501(c)3 organization

BID businesses get 1 free listing and photo included in the holiday gift guide.

SHOP LOCAL WEEKEND SPONSOR

\$1,000

- Sponsor the East Side's Shop Local weekend with top logo placement on all marketing materials including website, social media, email blasts, flyers and graphics, newsletter, and more
- Feature your specific business, products, or holiday offers in marketing messaging
- Key mention in media releases
- Certificate of donation to 501(c)3 organization

SPONSORSHIPS 2026

**THANK YOU FOR
YOUR SUPPORT!**

Ryan Laessig

Executive Director

East Side Business Improvement District

director@theeastside.org

theeastside.org

