



# WILDWOOD

May 11, 2023

The Honorable City Council  
City of Wildwood, Missouri  
16860 Main Street  
Wildwood, Missouri 63040

**Re: Sponsorship Level Changes (Wards – All)**

Council Members:

The Wildwood Celebration Commission, as part of the 2023 event, sought to increase the interest in sponsorships from a broader range of participants, including subdivision associations, families, and others. To this end, the Commission Members spent a number of meetings addressing this matter and reached a consensus in this regard. The consensus had five (5) main considerations associated with it, which included the following offerings:

1. Allow major sponsors, if not interested in a tent at the event, to donate such to new or small business within the City of Wildwood.
2. Allow for a multiple year plan for sponsorships, saving money for the entity in the future years.
3. Allow for business not located in Wildwood to participate in the event, from a sponsorship point of view. This allowance was not offered in past years.
4. Allow, as noted above, non-traditional groups to participate in the sponsorship program.
5. Allow for certain reductions in the number of past categories for sponsorship purposes to make decisions in this regard less complicated and clearer.

Attached to this report is the flyer, along with the application, relating to this program. The Commission would appreciate the review of City Council of this information and any comments it would like to offer on the same.

If the City Council Members should have any questions or comments in this regard, please feel free to contact the Department of Planning at (636) 458-0440. This item is on tonight's Work Session agenda as "For Information," which can be discussed therein, if any City Council Member should request such. Thank you for your review of this information and any comments you might have in this regard.

Respectfully submitted,

**CITY OF WILDWOOD**

Joe Garritano and Vicki Helfrey, Co-Chairs  
Wildwood Celebration Commission\*



# 2023 SPONSORSHIP OPPORTUNITIES

## \$150

- Logo Displayed on Group Street Banner (multiple sponsor names to be grouped together)
  - Booth (reduced rate fee of \$75) at the Event (a \$25 savings)
    - Logo in Event Booklet

## \$500

- Logo Displayed on Street Banner
  - Logo in Event Booklet
  - Booth at Event (no fee)

## \$1,000

- Logo Displayed on Large Banner [Clock Tower - Limited to four (4) large banners]
  - Logo in Event Booklet
  - Booth at Event (no fee)
  - Featured as a Sponsor in Advertisement
  - Announcement as a Premier Sponsor during Event
- **For Additional \$500.00 (\$1,500 total) - Portion of Venue Area Named after Sponsor**

## SMALL AND NEW BUSINESS OPPORTUNITIES

The City of Wildwood would like to offer special sponsorship opportunities to new businesses (opened after 9/24/2022), and home-based occupations within Wildwood.

- One-year option: \$400 (benefits listed under the \$500 sponsorship level above)
- Two-year option: \$500 for the first year, and \$250 for the second year (benefits listed under the \$500 sponsorship level above)
- In-kind donations: What can your business donate to the event? Let's chat!  
Contact Kristin (636-458-0440 x 134 or [kristin@cityofwildwood.com](mailto:kristin@cityofwildwood.com))



# 2023 SPONSORSHIP OPPORTUNITIES

## **FAMILY SPONSORSHIP - \$200**

- Parking Pass for use at the event
- Food vouchers worth \$50.00 for use at the event

## **SUBDIVISION SPONSORSHIP - \$500**

- Name Displayed on Street Banner
  - Mention in Event Booklet
  - Entry into the parade



# 2023 SPONSORSHIP APPLICATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact person name: \_\_\_\_\_

Contact person email: \_\_\_\_\_

Would you like a booth at the event? (Please Circle) Yes No

➔ *If you are not interested in a booth at the event, would you consider donating your booth to a new Wildwood business? Yes No*

Please indicate how you would like your Name/Business/Organization displayed for advertisement purposes (please be as specific as possible):

PLEASE E-MAIL KRISTIN YOUR BUSINESS/ORGANIZATION LOGO (HIGH RESOLUTION JPEG) TO KRISTIN@CITYOFWILDWOOD.COM NO LATER THAN AUGUST 1, 2023

Sponsorship level (See back for details):



WILDWOOD

For Office Use Only:

Check # \_\_\_\_\_ Date Paid: \_\_\_\_\_

Banner Location: \_\_\_\_\_

Booth Location: \_\_\_\_\_

Checks Payable to: City of Wildwood  
Mail to: City of Wildwood  
Attn: Kristin Naeger  
16860 Main Street  
Wildwood, Missouri 63040