



21st ANNUAL DOWNTOWN EMPLOYEE APPRECIATION WEEK

WHEN: Monday, August 17 – Friday, August 21, 2026

WHAT: A week dedicated to honoring downtown's 90,000+ employees. Promotions, special events, competitions, and camaraderie build excitement and show our downtown employees how much we appreciate them. Plus, new businesses get a chance to experience why Milwaukee is their ideal location.

WHERE: Red Arrow Park - Monday, August 17
Cathedral Square Park - Tuesday, August 18
Schlitz Park - Wednesday, August 19
Zeidler Union Square - Thursday, August 20
Pere Marquette Park - Friday, August 21

DEAW SPONSOR LEVELS

Signature Sponsor - \$5,000

- Lunchtime booth presence at all 5 locations
- Recognition in 5 daily e-blasts to 300+ downtown HR managers
- Sponsor advertisement in event brochure (7,500 distributed)
- Onsite signage at lunchtime events
- Opportunity for custom activation
- Logo recognition in event brochure
- PR opportunities with local media (29.6 million impressions in 2025)
- Linked logo recognition on Milwaukee Downtown website (36,500+ page views in 2025)
- Verbal recognition at Opening Ceremony
- 2 branded Facebook posts, 2 tweets, 2 Instagram stories
- Inclusion in press kits/media releases

Community Sponsor - \$2,500

- Lunchtime booth presence at all 5 locations
- Logo recognition in event brochure
- Linked logo recognition on Milwaukee Downtown website
- 2 branded Facebook posts, 2 tweets, 2 Instagram stories
- Inclusion in press kits/media releases

Event Sponsor - \$1,000

- Lunchtime booth presence at all 5 locations
- Logo recognition in event brochure
- Linked logo recognition on Milwaukee Downtown website
- Inclusion in press kits/media releases

LUNCH BOOTH OPPORTUNITIES

Booth - \$250 per day | \$1,000 for the week

- Lunchtime booth presence at one or more of the above locations
- Estimated **daily** downtown employee attendance: 1,000-1,500
- Provide game, giveaway and/or interactive activity at your booth to engage downtown employees (please avoid sales)
- Milwaukee Downtown provides 8' table and 2 chairs
- You're welcome to bring a 10x10 branded tent, signage and additional booth elements
- Parking for one vehicle is typically available

SPONSORED / SANCTIONED EVENTS

Price Varies based on event

- Sponsor chooses to produce an appreciation event in conjunction with DEAW
- Event is promoted via DEAW calendar and marketing
- Examples include World's Largest Coffee Break (Historic Third Ward), Milwaukee Night Market (Westown Association), Milwaukee Public Market Summer Concert Series

LUNCH DONATION OPPORTUNITIES

1000 food item giveaway

- Provide 1,000 items of food for the daily lunch giveaway or sponsor a lunch donation
- Examples include 1,000 slices of pizza, 1,000 cookies, 1,000 bags of chips etc

RAFFLE PRIZE DONATIONS

In-kind Donation for Raffle Winners

- Donate a gift basket or grand prize for our many raffle winners
- Examples include a staycation package at the Saint Kate Hotel, tickets to a show at Riverside, gift cards to downtown restaurants, spa packages etc

THANK YOU FOR YOUR PARTNERSHIP!



Isabel Ullrich | juulrich@milwaueedowntown.com

