



Kenosha
ITALIAN
FEST '26



SPONSORSHIP OPPORTUNITIES





Dear Community Partner,

After an incredible inaugural year, we are excited to begin planning for an even bigger and better **Kenosha Italian Fest – A Celebration of Italian Culture on the Lakefront**, returning September 18, 19 & 20, 2026.

This festival was created to bring our community together while celebrating the rich Italian heritage that is such an important part of Kenosha's story.

Our 2025 inaugural festival exceeded expectations, creating strong momentum heading into 2026. The festival website, which launched in July, generated **over 24,000 pageviews**, drawing visitors from across Kenosha, Chicago, Pleasant Prairie, Milwaukee, Racine, and surrounding communities. Across social media, festival content reached **over 1.4 million views**, with **25,000 interactions and more than 41,000 page visits**, demonstrating strong regional excitement and engagement.

Building on that success, the **2026 Kenosha Italian Fest will introduce several enhancements designed to improve the guest experience and grow attendance**, including:

- Increased efficiency in the **Italian American food tent** to reduce wait times
- **Festival layout improvements**, including relocating the Heritage Tent closer to the main tent
- A stronger emphasis on **authentic Italian food and cultural experiences**
- Expanded **Kenosha Italian Fest apparel offerings**, plus a new Hardcore Italian merchandise tent onsite
- A **Bocce tournament**
- A **Friday Night Opening Mixer** beginning at 7 PM featuring live music, happy hour specials, beer, wine, and a welcoming atmosphere to kick off the weekend

Our goal is simple: **create a signature Kenosha lakefront festival that celebrates Italian culture, strengthens community connections, and becomes a must-attend regional event.**

We invite your organization to become a **sponsor of the 2026 Kenosha Italian Fest**. Your support will help us grow this community celebration while providing meaningful visibility for your business among thousands of attendees and a highly engaged regional audience.

Together, we can continue building something truly special for Kenosha.

We would be honored to partner with you and would be happy to discuss sponsorship opportunities that align with your organization's goals.

Thank you for considering supporting Kenosha Italian Fest 2026. We look forward to celebrating with you on the lakefront.

Warm regards,

Kenosha Italian Fest Committee
Italian American Society of Kenosha



2026

SPONSORSHIP OPPORTUNITIES

Exclusive

NAMING OPPORTUNITIES

These exclusive opportunities include recognition as the official sponsor of the designated area. Sponsors will be featured on all promotional materials including posters, website, digital truck, banners, and related event marketing.

- ★ **Main Stage Entertainment** – \$14,000
- ★ **Main Tent** – \$12,000
- ★ **Fireworks** – \$10,000 **SOLD**
- ★ **Stage 2 Stage Entertainment** – \$10,000
- ★ **Stage 2 Tent** – \$6,000
- ★ **Food Tent (IA Offerings)** – \$5,000 **SOLD**
- ★ **Heritage Tent** – \$5,000 **SOLD**
- ★ **Kid's Zone** – \$5,000 **SOLD**
- ★ **First Aid Tent** – \$3,000 **SOLD**



LOGO RECOGNITION SPONSORSHIP LEVELS

Sponsors will be featured on all promotional materials including posters, website, digital truck, banners, and related event marketing.

- ★ **Platinum Sponsor** – \$4,000
- ★ **Gold Sponsor** – \$2,500
- ★ **Silver Sponsor** – \$1,500



NAME INCLUSION SPONSORSHIP LEVELS

- ★ **Bronze Sponsor** – \$500
- ★ **Friend of Italian Fest** – \$200

What's included?

LEVELS ABOVE \$5,000 INCLUDE:

- ★ Naming Rights for Locations and Attractions
- ★ Logo on digital truck
- ★ Event banners
- ★ Pre- and post-event promotions
- ★ Social media recognition

LEVELS BELOW \$4,000 INCLUDE:

- ★ Logo on digital truck and banners
- ★ Logo on welcome banner
- ★ Logo inclusion in pre- and post-event promotions
- ★ Social media recognition

\$500 LEVEL INCLUDES:

- ★ Name inclusion on banners and in promotions

SPONSOR DEADLINE JUNE 1, 2026



◀ **SCAN HERE TO RESERVE YOUR SPACE**

CONTACT INFO:

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SEND LOGOS TO

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OVER A CENTURY OF ITALIAN CULTURE AND COMMUNITY SINCE 1923



*A Historic
Landmark*

**BUILT IN 1926,
OPENED IN 1927**



*Honoring
the Past*

**BUILDING
THE FUTURE**

**JOIN US IN PRESERVING AND CELEBRATING
ITALIAN CULTURE FOR GENERATIONS TO COME!**