WISCONSIN AREA MUSIC INDUSTRY

# 2025 SPONSORSHIP OPPORTUNITIES

Providing **honor, education, and support** to the Wisconsin music industry since 1980


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# OUR MISSION

Our mission is to **educate, provide necessary support, and recognize** the achievements and accomplishments of artists and other individuals in the Wisconsin music industry.

## WHY WE EXIST

**We support musicians and the larger communities they belong to** through impactful programming, live music showcase events and recognition celebrations. Studies have shown **social benefits and significant economic return on investments** in the arts (6X to 7X economic return. With reduced public funding for music programs in our schools and other headwinds musicians face in today's music industry, we believe our mission is more important than ever.

# OUR IMPACT

Our network spans **over 9,000 professional and amateur musicians** of all ages and genres, as well as performance venues, sound and video engineers, festivals, and loyal fans.

## WE ARE THE CULTURAL SUPPLY CHAIN FOR MUSIC ARTS IN WISCONSIN

**We provide honor** to Wisconsin's music industry by celebrating, amplifying, and awarding our state's great talent.

**We provide education** through programming and resources for the music community.

**We provide support** through community collabs and funding sources vital to the survival of musicians in our state.

# WAMICARES

From providing scholarships to music students to helping pros build their business, our WAMICares programs are built to help musicians **at every stage of their careers.**

### SEED (SOWING EXCELLENCE, ENRICHING DREAMS) SCHOLARSHIPS

Our scholarship fund for middle and high school students helps kids further their music related education by helping them pay for things like lesson costs, instrument rentals, music camps, and other educational opporutnities.

### COLLABORATION WITH MUSIC6S

We believe in the healing power of music, so we partner with Music6S, a non-profit organization which provides free instruments and lessons to veteran and active military members first responders and others struggling with post-traumatic stress disorder (PTSD). Many WAMI members volunteer their time and resources to this important mission. We often share event spaces including the Summerfest Stage, with Music6S.

### EDUCATION & CAREER SUPPORT

Musicians don't just play music for a living; they're business owners and operators. Throughout the year, we provide members with content about legal, marketing, technology, social media practices, and other useful topics to advance their music careers.

### INDIVIDUAL RELIEF & SUPPORT SERVICES

Whether performing at benefits or organizing meal trains, when a member is in need, the music community comes together. WAMI is here to help organize events or offer grants and relief funding when we can. We lead with heart.

# WAMIPERFORMS

The music industry exists to make music, and we mean to make music happen. From performance opportunities to awards and recognition, **we celebrate the art and the artist throughout the year.**

Summerfest Stage

In partnership with Summerfest, we support a side stage on the South end of the Maier Festival Park along the lakeshore path to the American Family Amphitheatre. This stage allows WAMI to offer individual bands from throughout the State **the opportunity to "play Summerfest"** in front of stage attendees and the crowds heading to the Amphitheatre.

We reserve two hours per day for students from music schools around the State to play. This helps build their confidence and provides lifelong memories.

WAMI AWARDS

We host an annual award ceremony to recognize achievement in Wisconsin Music. In addition to recognizing performers in every genre and instrument group, and new songs and albums, the WAMI Awards recognizes other key contributors to the music scene om Wisconsin including sound engineers, lighting technicians, recording engineers and others. The lifetime contributions of legendary performers and industry luminaries, both living and passed, are also recognized in our Hall of Fame inductions and Wall of Honor Awards.

# WHY SPONSOR?

**Show your commitment** to arts in Wisconsin.

**Gain visibility,** not only within the state's musical community, but also with fans and the broader local and regional communities they serve.

## BE A PART OF WISCONSIN'S MUSIC FUTURE

**30%** of our revenue comes from corporate sponsorship & grants

Becoming a WAMI sponsor means **joining a community** of people working together to make music available to everyone.

**Let's talk.**

# ANNUAL SPONSORSHIP

Make a difference all year with an Annual Sponsorship. You'll be recognized throughout the year on our website and events. You'll become part of the community through special member/sponsor-only events and free admission to public events.

**20%** OF SPONSORSHIP DOLLARS GO TO THE WAMI SCHOLARSHIP FUND

# EVENT SPONSORSHIP

Help us make a little magic by sponsoring one of our events. With event-specific benefits and opportunities to help us grow our educational programming, there are so many opportunities to engage with our community.

We are currently seeking sponsors for the following events:

- WAMI Finalist Party - March 23rd. (Deadline - March 14th)
- WAMI Award Show - May 4th. (Deadline - April 18th)
- WAMI Summerfest Stage - (Deadline May 30th)
  - Week 1 - June 19-21
  - Week 2 - June 26-28
  - Week 3 - July 3-5

# PLATINUM LEVEL

## $15,000

1 PACKAGE AVAILABLE

## Benefits

- Sponsor's Logo on WAMI Home Page
- WAMI Award Show and Finalist Party
  - o Full Page Program Ad for Award Show (Inside front cover)
  - o Stage Acknowledgements during Award Show
  - o Complementary Award Show Tickets (8)
  - o Access to the Gatsby's Sponsor / VIP Lounge area
  - o Finalist Party Signage
  - o Stage Acknowledgments during WAMI Finalist Party
- WAMI Stage @ Summerfest
  - o Complementary Summerfest Tickets (10)
  - o Stage Acknowledgments during Summerfest
  - o Sponsor Signage
- Sponsor mentions during various Media interviews and podcasts throughout the year
- WAMI social media mentions throughout the year
- Website news feed mentions & Sponsor acknowledgment page for 2025
- Invite to Sponsor / Donor recognition event
- Private Event Performance by WAMI Member Band

# GOLD LEVEL

## $10,000

2 PACKAGES AVAILABLE

## Benefits

- WAMI Award Show and Finalist Party
  - Full Page Program Ad for Award Show (Back cover or inside back cover) - Artwork due April 18th.
  - Stage Acknowledgements during Award Show
  - Complementary Award Show Tickets (8)
  - Access to the Gatsby's Sponsor / VIP Lounge area
  - Finalist Party Signage
  - Stage Acknowledgments during WAMI Finalist Party
- WAMI Stage @ Summerfest
  - Complementary Summerfest Tickets (6)
  - Stage Acknowledgments during Summerfest
  - Sponsor Signage
- Sponsor mentions during various Media interviews and podcasts throughout the year
- WAMI social media mentions throughout the year
- Website news feed mentions & Sponsor acknowledgment page for 2025
- Invite to Sponsor / Donor recognition event

# SILVER LEVEL

## $2,500

10 PACKAGES AVAILABLE

## Benefits

- WAMI Award Show and Finalist Party
- Full Page Program Ad for Award Show
  - Stage Acknowledgements during Award Show
  - Complementary Award Show Tickets (2)
  - Access to the Gatsby's Sponsor / VIP Lounge area
  - Finalist Party Signage
  - Stage Acknowledgments during WAMI Finalist Party
- WAMI Stage @ Summerfest
  - Complementary Summerfest Tickets (2)
  - Stage Acknowledgments during Summerfest
- Sponsor mentions during various Media interviews and podcasts throughout the year
- WAMI social media mentions throughout the year
- Website news feed mentions & Sponsor acknowledgment page for 2025
- Invite to Sponsor / Donor recognition event

# BRONZE LEVEL

## $1,000

UNLIMITED PACKAGES AVAILABLE

## Benefits

- WAMI Award Show
  - Half Page Program Ad for Award Show - Artwork due April 18th.
  - Stage Acknowledgements during Award Show
  - Complementary Award Show Tickets (2)
  - Access to the Gatsby's Sponsor / VIP Lounge area
- WAMI Stage @ Summerfest
  - Complementary Summerfest Tickets (2)
- Sponsor mentions during various Media interviews and podcasts throughout the year
- WAMI social media mentions throughout the year
- Website news feed mentions & Sponsor acknowledgment page for 2025
- Invite to Sponsor / Donor recognition event

# SIGNATURE SPONSOR

## FINALIST PARTY

$1,000

1 PACKAGE AVAILABLE

## Benefits

- WAMI Award Show & Finalist Party
  - Half Page Program Ad for Award Show
  - Stage Acknowledgements during Finalist Party
  - Sponsor Stage Introduction & Comments at Finalist Party
  - Stage Acknowledgement during Award Show
  - Complementary Award Show Tickets (2)
  - Access to the Gatsby's Sponsor / VIP Lounge area
- Sponsor mentions during various Media interviews and podcasts related to this event
- WAMI social media mentions related to the event
- Website news feed mentions & Sponsor acknowledgment page for 2025
- Invite to Sponsor / Donor recognition event

# SUPPORTING SPONSORS

## FINALIST PARTY

### $500

2 PACKAGES AVAILABLE

## Benefits

- WAMI Award Show & Finalist Party
  - Half Page Program Ad for Award Show
  - Stage Acknowledgements during Finalist Party
  - Sponsor Stage Introduction at Finalist Party
  - Complementary Award Show Tickets (2)
  - Access to the Gatsby's Sponsor / VIP Lounge area
- Sponsor mentions during various Media interviews and podcasts related to this event
- WAMI social media mentions related to the event
- Website news feed mentions & Sponsor acknowledgment page for 2025
- Invite to Sponsor / Donor recognition event

# "PRESENTED BY" SPONSOR

## AWARDS SHOW

## $2,500

1 PACKAGE AVAILABLE

## Benefits

- WAMI Award Show & Finalist Party
  - Full Page Program Ad for Award Show
  - Stage Acknowledgements during Award Show
  - Complementary Award Show Tickets (2)
  - Access to the Gatsby's Sponsor / VIP Lounge area
- Sponsor mentions during various Media interviews and podcasts related to this event
- WAMI social media mentions related to the event
- Website news feed mentions & Sponsor acknowledgment page for 2025
- Invite to Sponsor / Donor recognition event

# TICKET SPONSOR
# LANYARD SPONSOR
# GIFT BAG SPONSOR
# AWARDS SHOW

## $500

PER SPONSORSHIP

## Benefits

- WAMI Award Show & Finalist Party
  - Half Page Program Ad for Award Show
  - Stage Acknowledgements during Award Show
  - Complementary Award Show Tickets (2)
  - Access to the Gatsby's Sponsor / VIP Lounge area
- Sponsor mentions during various Media interviews and podcasts related to this event
- WAMI social media mentions related to the event
- Website news feed mentions & Sponsor acknowledgment page for 2025
- Invite to Sponsor / Donor recognition event

# AWARD SPONSOR

## AWARDS SHOW

## $100 - $200

PER AWARD

## Benefits

- WAMI Award Show
  - Acknowledgment in Award Show Program
  - Stage Acknowledgements during Award Announcements
  - Complementary Award Show Ticket (1)
  - Award Show Sponsor Signage
  - Access to the Gatsby's Sponsor / VIP Lounge area
- WAMI social media mentions related to the event
- Website news feed mentions & Sponsor acknowledgment page for 2025
- Invite to Sponsor / Donor recognition event

# EVENT SPONSORSHIP

## MAJOR CATEGORIES
### $200 PER AWARD

- Artist of the Year - Wisconsin
- Performer of the Year
- Song of the Year
- Album of the Year
- Video of the Year
- Instrumentalist of the Year
- Male Vocalist
- Female Vocalist
- Teacher
- New Artist
- Rising Star
- Artist - NW, SW, SE, NE (4)

## ADDITIONAL CATEGORIES
### $100 PER AWARD

- Acoustic Bass (Strings)
- Acoustic Guitar
- Banjo & Ukelele
- Bass Guitar
- Blues Song
- CD/LP Artwork
- Country Song
- Country/Folk Album
- Cover Band/Act
- DJ
- Drum Kit
- Electric Guitar
- Ensemble Vocals
- Fan
- Female Vocalist
- Folk Song
- Free Reed & Wind
- Hand Percussion
- Harmonica
- Instrument Repair
- Instrument Store
- Jazz Song
- Lighting Engineer/Company
- Live Sound Company
- Live Sound Engineer
- Performer - Faith Based
- Performer - Folk
- Performer - Folk - Americana
- Performer - Folk - Rock
- Performer - Jazz
- Performer - Pop
- Performer - Pop - Rock
- Performer - R & B
- Performer - Rap
- Performer - Rock
- Performer - Rock - Alternative
- Performer - Rock - Hard Rock
- Performer - Rock - Heavy Metal
- Performer - Rock - Punk
- Performer - Singer/Songwriter
- Performer - Specialty
- Performer - World
- Photographer
- Piano
- Pop Song
- Producer
- Radio Station
- Rap/R & B Song
- Recording Studio
- Rising Star of the Year

**...and more**

# WEEKLY STAGE SPONSOR

## SUMMERFEST

## $5,000 PER WEEK

**3 PACKAGES AVAILABLE**

WEEK 1 - JUNE 19-21
WEEK 2 - JUNE 26-28
WEEK 3 - JULY 3-5

## Benefits

- Complementary Award Show Tickets (2) (if prior to the Award Show - May 4th)
- Access to the Gatsby's Sponsor / VIP Lounge area at Award Show
- Complementary Summerfest Tickets (8 per week sponsored)
- Sponsor mentions during various Media interviews and podcasts related to Summerfest
- WAMI social media mentions related to WAMI Summerfest Stage
- Website news feed mentions & Sponsor acknowledgment page for 2025
- Invite to Sponsor / Donor recognition event