



live@thelakefront

2025 SEASON SPONSORSHIPS

July 9 to August 27, 2025

Visit [LiveAtTheLakefront.com](https://www.LiveAtTheLakefront.com) or call 414.276.4425 for more information

live @ the lakefront

LIVE @ the Lakefront returns in 2025 for a sixteenth season with eight concerts, every Wednesday July 9 to August 27 from 5:30 to 9:00 p.m. The Rotary Club of Milwaukee presents this free concert series to the city, catering to families and a sophisticated, professional downtown audience while celebrating the diversity of Milwaukee's rich musical tastes and traditions.

The lakeside 350-seat Rotary Amphitheater at Discovery World plays host to some of the finest talent in the country, featuring jazz, blues, latin, reggae, indie rock, bluegrass, folk and other original performances. **Sponsors and their VIP guests can enjoy food and bar service from Bartolotta's and free use of the Pavilion at Discovery World, a private hospitality venue with floor to ceiling glass windows ensuring their comfort and safety.**

Free parking is included, while indoor restrooms and handicap accessibility make this an event everyone can enjoy. Plus, indoor facilities ensure the show will go on **Rain or Shine!**

Sponsors can again help fill Milwaukee's lakefront with world-class music every Wednesday evening this July and August in a venue offering incomparable customer and employee appreciation opportunities.



Rotary
Club of Milwaukee



DISCOVERY
WORLD

The **Bartolotta** Restaurants
EST. 1993

2025 SEASON

Sponsorship Packages

We offer a variety of sponsorship packages. Numerous additional amenities are available for supplementary fees. If you don't see a package that fits your unique goals, please contact us and we'll put together a custom proposal to help achieve your sponsorship objectives.

	SEASON SPONSOR	EXCLUSIVE EVENING SPONSOR	EVENING CO-SPONSOR
Concert VIP Passes	Unlimited	Unlimited	200
Discovery World Admission	20	15	10
Parking Passes	20	15	10
Package Price	\$10,000	\$5,000	\$3,000

Marketing Benefits

- Signage featuring your company's logo. Your logo will also be featured in any brochures, radio, print, online and outdoor advertising.
- Logo and link on the LiveAtTheLakefront.com website and included in a weekly e-mail blast.
- Name announcement from stage a minimum of three times and opportunity for sponsor representative to address audience if desired.



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July 9 to August 27, 2025

5:30 to 9:00



Sponsorship Registration

Please visit LiveAtTheLakefront.com or select your sponsorship interests below. Provide your contact information before mailing and we will contact you with a proposal.

2025 Sponsor Packages

- Season Sponsor: \$10,000
- Exclusive Evening Sponsor: \$5,000
- Evening Co-Sponsor: \$3,000 (maximum two per event)

Desired Date

- | | | |
|--|------------------------------------|------------------------------------|
| <input type="checkbox"/> July 9 | <input type="checkbox"/> July 30 | <input type="checkbox"/> August 20 |
| <input type="checkbox"/> July 16 | <input type="checkbox"/> August 6 | <input type="checkbox"/> August 27 |
| <input type="checkbox"/> July 23 SOLD OUT | <input type="checkbox"/> August 13 | |

Business Name _____

Contact Name, Phone, Email _____

Address _____

City, State, Zip _____

Please return this form or register online by May 31, 2025.

No sponsorships are guaranteed until executed contracts are delivered to LIVE @ the Lakefront.

Rotary Club of Milwaukee
c/o LIVE @ the Lakefront
750 N. Lincoln Memorial Drive, Suite #320
Milwaukee, WI 53202



If you have questions or need additional information, please visit LiveAtTheLakefront.com or contact:

Mary McCormick, Executive Director T: 414.276.4425 F: 414.276.0225