



live@thelakefront

2026 SEASON SPONSORSHIPS

July 8 to September 2, 2026

Visit LiveAtTheLakefront.com or call 414.276.4425 for more information

live@the lakefront

LIVE @ the Lakefront returns in 2026 for a seventeenth season with nine concerts, every Wednesday July 8 to September 2 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 Catering & Events 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 Wednesday evenings July 8 through September 2 in a venue offering incomparable customer and employee appreciation opportunities.



2026 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
Concert VIP Passes	Unlimited	Unlimited
Discovery World Admission	20	15
Parking Passes	20	15
Package Price	\$12,000	\$6,000

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.

Season Sponsors





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.

2026 Sponsor Packages

- ☐ Season Sponsor: \$12,000
- ☐ Exclusive Evening Sponsor: \$6,000

Desired Date

- | | | |
|--|------------------------------------|--|
| ☐ July 8 | ☐ July 29 | ☐ August 19 SOLD OUT |
| ☐ July 15 | ☐ August 5 | ☐ August 26 |
| ☐ July 22 SOLD OUT | ☐ August 12 | ☐ September 2 |

Business Name _____

Contact Name, Phone, Email _____

Address _____

City, State, Zip _____

Please return this form or register online by May 31, 2026.

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:

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