

ANNUAL EVENT SPONSORSHIP OPPORTUNITIES

The Monona East Side Business Alliance (MESBA) offers four annual events to promote networking and provide economic development opportunities for members. These include Kickstart—our annual new member orientation held early in the year; EXPOtential—our annual business expo held in April; the Craft Beer, Cheese & Chocolate Pairing held at The East Side Club in the fall; and our Annual Meeting Celebration held in early December.

Below and the following pages outlines these events and the sponsorship opportunities that exist for each.



Kickstart is our new member orientation. This program helps new members get connected and educates members on how to maximize their member investment with the Monona East Side Business Alliance. Various stations are designed to inform attendees on Alliance programs, events and committees. This event is an invite only event for new members. Approximately 75 people are invited to each Kickstart. Sponsors of this event pay \$375 and serve as the co-host of the event welcoming

the new members to our organization. This event is held at JBC Coffee Roasters and runs from 8:30-10am. The 2016 date will be in February and details will be confirmed soon.



November 12, 2015 is our first Annual Meeting Celebration and we're excited to present an evening gala that highlights all of the organizations that support the Alliance throughout the year. The event features a short presentation, introduction of our board members, new board candidates and ambassadors council. A silent auction, wine pull, food sampling stations from MESBA member restaurants, portrait artist, live music, and

ballroom dancing through Fred Astaire are all being featured in 2015. A portion of proceeds from this event are donated to our three food pantry members just in time to help stock the shelves for the holidays.

Sponsorship opportunities are currently being developed but the following opportunities are currently in place:

- Beer Sponsor - provides free beer for event attendees: \$450
- Wine Sponsor - provides free wine for event attendees: \$450
- Entertainment Sponsor (3 available) - \$350 (can include live music, dancing, casino tables, and other forms of unique and engaging entertainment will be sought)
- Marketing Sponsor - provides financial support for mailing invitations and event promotion: \$450
- Catering Sponsor (3 available) - provides financial support for appetizers and dessert: \$300

Donations for silent auction items and wine for the wine pull are also needed.