



VIA'S SILVER CITY FEST

SPONSORSHIP MENU

Saturday, September 12

Silver City Fest is our largest community event, drawing more than 2,000 visitors and earning eight media features in 2025. The Fest brings Milwaukeeans from across the city to celebrate Silver City's cultural richness and support the small businesses anchoring National Avenue and surrounding corridors.

In 2026, the Fest moves to Pierce Street - a practical response to major reconstruction on National Avenue. The new location keeps the energy going and continues driving foot traffic and economic activity for Silver City businesses during a critical stretch of infrastructure work.

The event features live music, art performances, family activities, and a strong lineup of food, retail, and artisan vendors.

For sponsors, Silver City Fest is a high-visibility opportunity to support small business vitality and neighborhood economic development, and to be associated with VIA's most well-attended and well-loved community events.



SPONSORSHIP BENEFITS

	CONNECTOR \$1250	NEIGHBORHOOD CHAMPION \$2500	COMMUNITY BUILDER \$4000
Recognition as one of presenting sponsors & personal thank you from stage			
Festival speaking opportunity/stage address			
Logo on promotional materials, E-Newsletter & Print Newsletter			
Mentions & recognition through VIA's Facebook & Instagram account			
Recognition and logo listed on VIA's Website			
Resource table at event			

1.9k FOLLOWERS

9.5K MAILBOXES

4K CONTACTS

1.8K MONTHLY WEBSITE VISITORS

22.3K TOUCHPOINTS

5.1K FOLLOWERS