

WHAT IS PREMIERE?

The Prairie Premiere is an annual party benefiting Prairie's student scholarship fund. Those who attend Premiere come to celebrate our community and participate in an evening focused on philanthropy. Our silent and live auctions are highlights of the event, featuring unique packages and once-in-a-lifetime experiences.

WHO BENEFITS FROM PREMIERE?

The Prairie School is committed to enrolling the most talented and deserving students, regardless of their financial background. Our scholarship fund allows us to support families who may not be able to consider Prairie otherwise, and Premiere is one of two fundraising events that directly benefits the scholarship program.

WHY BECOME A SPONSOR?

Premiere sponsorships are a unique opportunity and vital to our success. The audience Premiere hosts is composed of some of Southeastern Wisconsin's foremost companies, leaders, and connectors. Supporting Premiere as a sponsor is mutually beneficial, providing you exposure to our community while ensuring funds raised the night of the event go directly to the scholarship fund. We would be proud to recognize your contribution toward the Prairie community leading up to and at Premiere 2024.

PREMIERE BY THE NUMBERS



52%

OF OUR STUDENTS
RECEIVE NEED-BASED
SCHOLARSHIPS



36

TOTAL SPONSORS IN
2023

397 

AVERAGE NUMBER OF
GUESTS

OVER
\$260K

RAISED IN 2023 FOR
OUR SCHOLARSHIP
FUND

LV 4

Secured

Presenting - \$25,000

HAWK PACKAGE PLUS:

- 3 tables of 10 (\$5,250 value)
- Listing in all Early Bird promos (must commit before 2/10/24)
- Prominently featured logo on school web page
- Prominently placed full-width ad on bidding website
- Public acknowledgement during the event
- Recognition on event invitation
- Recognition on event marketing materials
- 6 sponsored faculty tickets
- VIP event parking

&

EVENT SIGNAGE

Choose 1 of the following (first right of refusal):

- Bar Sponsor
- Entertainment Sponsor
- Paddle Sponsor
- Centerpiece Sponsor
- Heads & Tails Sponsor

SOCIAL MEDIA

4 total social media mentions

- 1 mutually agreed upon spotlight post with quote from sponsor representative (Quotes must be approved by TPS)
- 1 Facebook or Instagram post highlighting the scholarship fund and your support as "Sponsor of the Week"
- 2 Facebook or Instagram story recognitions

LV 3

Platinum - \$15,000

HAWK PACKAGE PLUS:

- 2 tables of 10 (\$3,500 value)
- Listing in all Early Bird promos (must commit before 2/10/24)
- Featured logo on school web page
- Full-width ad on bidding website
- Public acknowledgement during the event
- 4 sponsored faculty tickets

Diamond - \$10,000

HAWK PACKAGE PLUS:

- 1 table of 10 (\$1,750 value)
- Featured logo on school web page
- Full-width ad on bidding website
- Public acknowledgement during the event
- Listing in all Early Bird promos (must commit before 2/10/24)
- 2 sponsored faculty tickets

&

EVENT SIGNAGE

Choose 1 of the following (based on availability):

- Bar Sponsor
- Entertainment Sponsor
- Paddle Sponsor
- Centerpiece Sponsor
- Heads & Tails Sponsor

SOCIAL MEDIA

3 total social media mentions

- 1 mention on Instagram or Facebook highlighting the scholarship fund with you as "Sponsor of the Week"
- 2 Instagram/Facebook story recognitions

LV 2

Gold - \$ 7,500

HAWK PACKAGE PLUS:

- 1 table of 10 (\$1,750 value)
- Full-width ad on bidding website

Silver - \$ 5,000

HAWK PACKAGE PLUS:

- 6 event tickets (\$1,050 value)
- Full-width ad on bidding website

&

EVENT SIGNAGE

Choose 1 of the following (based on availability):

- Single Game Sponsor
- Selfie Station Sponsor
- Hors d'oeuvres Sponsor
- Lounge Sponsor
- Late Night Snack Sponsor

SOCIAL MEDIA

2 mentions on Facebook or X (Twitter) highlighting your support of the scholarship fund

LV 1

Bronze - \$2,500

HAWK PACKAGE PLUS:

- 4 event tickets (\$700 value)

Premiere - \$1,500

HAWK PACKAGE PLUS:

- 2 event tickets (\$350 value)

&

EVENT SIGNAGE

Choose 1 of the following (please note, multiple logos will appear on each sign, based on availability):

- Check-In/Check-Out Sponsor
- Coat Check Sponsor
- Bathroom Amenities Sponsor

SOCIAL MEDIA

1 mention on Facebook or X (Twitter)

+

Single table sponsorship \$500

- Recognize your business or honor a friend, family member or colleague with a sponsored table.
- Signage will appear on one (1) guest dining table

BASE

Hawk - \$1,000

- Sponsor listing in event emails
- Clickable logo on school web page



SPONSORSHIP LEVELS



Join us on Saturday, April 27th

PREMIERE SPONSORSHIP COMMITMENT FORM

Company Name: _____
 (As it will appear in all marketing materials)

Contact Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PLEASE SELECT THE AREA OF RECOGNITION

LEVEL	AD SIZE (PIXELS)	EVENT SIGNAGE
LV 4 <input checked="" type="checkbox"/> Presenting - \$25,000 <small>Secured</small>	700 wide x 270 tall	<input checked="" type="checkbox"/> Bar Sponsor <small>Secured</small>
LV 3 <input type="checkbox"/> Platinum - \$15,000	700 wide x 270 tall	<input checked="" type="checkbox"/> Paddle Sponsor <small>Secured</small>
<input type="checkbox"/> Diamond - \$10,000	700 wide x 270 tall	<input type="checkbox"/> Entertainment Sponsor <input type="checkbox"/> Centerpiece Sponsor <input type="checkbox"/> Heads & Tails Sponsor

&
SELECT ONE

LEVEL	AD SIZE (PIXELS)	EVENT SIGNAGE
LV 2 <input type="checkbox"/> Gold - \$7,500	700 wide x 270 tall	<input type="checkbox"/> Single Game Sponsor
<input type="checkbox"/> Silver - \$5,000	700 wide x 270 tall	<input type="checkbox"/> Selfie Station Sponsor <input type="checkbox"/> Hors d'oeuvres Sponsor <input type="checkbox"/> Lounge Sponsor <input type="checkbox"/> Late Night Snack Sponsor

&
SELECT ONE

LEVEL	EVENT SIGNAGE
LV 1 <input type="checkbox"/> Bronze - \$2,500	<input type="checkbox"/> Check-In/Check-Out Sponsor
<input type="checkbox"/> Premiere - \$1,500	<input type="checkbox"/> Coat Check Sponsor <input type="checkbox"/> Bathroom Amenities Sponsor

&
SELECT ONE

LEVEL	Additional Sponsorship Opportunities
BASE <input type="checkbox"/> Hawk - \$1,000	<input type="checkbox"/> Table Sponsor - \$500 each

Please make checks payable to: The Prairie School || Mail or drop off payment: 4050 Lighthouse Drive, Wind Point, WI 53402



Scan to [make your payment online](#)

Authorized Signature (Required)

Title (Please Print)

Date

Sponsorship Deadline: March 31st, 2024

Questions? Contact Trista Deuster '16, Development Events Manager, at 262.752.2596 or tdeuster@prairieschool.com