2027



West Allis DOWNTOWN

SPONSORSHIP *Opportunities*



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REDISCOVER





WEST ALLIS DOWNTOWN

Always Growing. Forever Original.





Last year was a great year for events in West Allis Downtown, and we are excited to make them even bigger and better in 2027!

Every year, dozens of local businesses come together to support the efforts in West Allis Downtown through annual events, providing a fun, safe visitor experience for our attendees. In this booklet, you will discover each event's unique feel, demographic reach, and the impact they have on the West Allis community.

In addition to our regular annual festivals, Downtown West Allis Inc also hosts smaller events like our Soup Crawls and Old Fashioned Tours throughout the year to highlight the business mix of West Allis Downtown.

We are excited to partner with you on these highly anticipated events in the new year!

Sincerely,

Donald Falk, Promotions Committee Chair, Downtown West Allis Inc.



WHEN

FIRST SUNDAY IN JUNE

STARTED

2008

AVERAGE ATTENDANCE

12K

WEST ALLIS A LA CARTE

Sunday, June 6, 2027

Join us for the biggest non-fair park event in West Allis! Always held the first Sunday in June, our kick off to summer offers three stages of live entertainment, an abundance of local eats, animal avenue, a variety of vendors and more!

Demographics

AVERAGE AGE AND GENDER OF ATTENDEES

FEMALES BEWTEEN 35 AND 46

WHERE ARE ATTENDEES COMING FROM?

VISITORS FROM 83 DIFFERENT ZIP CODES ATTENDED THE EVENT, SPANNING VARIOUS MILWAUKEE METROPOLITAN COMMUNITIES.

CITY	PERCENTAGE
WEST ALLIS	48%
MKE COUNTY	34%
OUTSIDE MKE COUNTY	17%
OUTSIDE WISCONSIN	1%

2026 NUMBERS

ATTENDEES
10,000+
Last Year's Event was the same day as Banana Ball

ENTERTAINMENT TENTS
3

GAVE BACK
$6K
Local sports teams, veterans groups, and community organizations

VENDORS
150+





HEAR FROM YOUR PEERS!

"Gruber Law Offices has been supporting Downtown West Allis BID and their events for several years. We truly value the work they do and look forward to being a part of A La Carte and the Car Show each year. We enjoy having a presence at the events and appreciate the wonderful community that they serve."

- Andrea Terry, Gruber Law Offices

"I truly enjoy sponsoring the West Allis Downtown events because they bring together a vibrant community and foster meaningful connections. It's rewarding to support initiatives that inspire creativity and collaboration. Watching the positive impact on attendees makes every sponsorship worthwhile!"

-Jennifer Ellis, Rogers Behavioral Health



WHEN

FIRST SUNDAY IN OCTOBER

STARTED

1990

AVERAGE ATTENDANCE

6K

HIGHWAY Downtown West Allis

CLASSIC CAR SHOW

DOWNTOWN WEST ALLIS CLASSIC CAR SHOW

Sunday, October 3, 2027

Over 450 Classic and Custom vehicles will be on display along Greenfield Avenue between 70th and 76th streets. This afternoon event will have music, a fabulous selection of food, various vendors, and fun and games for the whole family!

Demographics

AVERAGE AGE AND GENDER OF ATTENDEES

MALES BEWTEEN 46 AND 60

WHERE ARE ATTENDEES COMING FROM?

THE TABLE BELOW SHOWS THE BREAKDOWN OF WHERE VISITORS ARE COMING FROM IN RELATION TO WEST ALLIS. OUR BIGGEST DRAW IS FROM THE MILWAUKEE COUNTY AREA, ACCOUNTING FOR OVER 70% OF ATTENDEES.

CITY	PERCENTAGE
WEST ALLIS	29%
MKE COUNTY	43%
OUTSIDE MKE COUNTY	26%
OUTSIDE WISCONSIN	2%

2026 NUMBERS

ATTENDEES
5,000
Packers and Brewers had early games

CARS
460

GAVE BACK
$1K
Local sports teams, veterans groups, and community organizations

VENDORS
12





HEAR FROM YOUR PEERS!

"As a Representative of Gruber Law Office, We just Love being apart of Downtown West Allis Car Show. Emily and her staff do a wonderful job in organizing such a wonderful free family fun event. After being a part of community events like this for over 20 plus years, this event is one that I truly look forward to every year. Great job West Allis!"
-Jerry Smith, Gruber Law Offices

"Thank you for organizing the West Allis Car Show. We were honored to sponsor the event as All Kind Smiles.

It was wonderful to see how well it brought the community together. The event was well-organized, and the steady flow of foot traffic throughout the day was fantastic.

We look forward to participating in future events"
--Amanda Brown, All Kind Smiles



WHEN

FALL AND WINTER

STARTED

2020

AVERAGE ATTENDANCE

700

SOUP CRAWLS

Saturday, November 6, 2027

Wednesday, January 19, 2028

We're serious about Soup in west Allis Downtown! At these crawls, West Allis Downtown Restaurants and Businesses provide the ultimate soup sampler! 350 attendees stroll the avenue, tasting soups from ten to twelve different West Allis restaurants and enjoy an evening of fun and camaraderie. These crawls sell out annually and has been featured on Fox 6 Wake Up and TMJ4.

Demographics

AVERAGE AGE AND GENDER OF ATTENDEES

BOTH MALES AND FEMALES
AGES 25 TO 55

WHERE ARE ATTENDEES COMING FROM?

MOST OF OUR ATTENDEES COME FROM THE WEST ALLIS AND MILWAUKEE COUNTY AREA, THOUGH WE DO GET A GOOD NUMBER OF VISITORS FROM OUTSIDE THAT AREA

CITY	PERCENTAGE
WEST ALLIS	27%
MKE COUNTY	41%
OUTSIDE MKE COUNTY	17%
OUTSIDE WISCONSIN	2%
UNKOWN	13%

2026 NUMBERS

ATTENDEES
700
SOLD OUT BOTH CRAWLS!

OUNCES OF SOUP EATEN
2,100

RAISED FOR PUBLIC ART
$3K
PROFITS FROM OUR FALL SOUP CRAWL BENEFIT OUR DOWNTOWN ART COMMITTEE PROJECTS

PARTICIPATING BUSINESSES
22





HEAR FROM YOUR PEERS!

“The West Allis Downtown Soup Crawls are simply Fantabulous for our community! They’re a fun and delicious way to get out, connect with neighbors, support local businesses, and explore the incredible culinary variety West Allis has to offer. As a community bank, WaterStone Bank is committed to supporting the people, organizations, and small businesses that help West Allis thrive...which is why we're proud to sponsor events like these! As someone who lives, works, and plays in West Allis, I especially enjoy seeing neighbors, businesses, and community partners unite to celebrate, support and showcase everything that makes our city such a great place to call home!”
-Pam Zorko, WaterStone Bank

WEST ALLIS WINTER WEEK

LET'S EMBRACE WINTER. WEST ALLIS!

The holidays may be over, but West Allis still will offer a wealth of winter fun! One week in January, at least six different West Allis businesses and organizations will team up to celebrate the season with one activity per night.
From soup crawls to trivia nights, cozy clothing drives to a night of hygge West Allis Winter Week provides family friendly programming that helps welcome the new year and celebrate winter.

PAST ACTIVITIES

SOUP CRAWL

SCAVENGER HUNT

TRIVIA NIGHT

COZY CLOTHING DRIVE

BINGO

COMMUNIYT ART SHOW

SLINGSHOT FUN

LUMINARY WALK

AND MORE!







Volunteer

VOLUNTEERS MAKE EVENTS HAPPEN!

Did you know there are over 150 volunteer shifts that need to be filled to make the West Allis A La Carte happen or that there are over 20 volunteers on Greenfield Avenue at 6 am getting cars parked safely for the Car Show? If you want your business and employees to get involved in the West Allis community, volunteering at a Downtown West Allis event is a great place to start!

If you are interested in helping out at any DWA Event, contact Emily Eineichner at promotions@downtownwestallis.org

SET UP & TAKE DOWN CREW

Come early or stay late to help with tents, signage, checking in vendors, etc.

INFO/ MERCH BOOTH

Hang out in the booth and gab about West Allis Downtown with our visitors, hand out tote bags, and maybe even sell them a sticker or T-Shirt!

TRASH PICK UP

Big events generate big trash, so throught the events, we need helping hands to take trash to the dumpsters to keep the street clean.

BLOCK CAPTIANS

Help our attendees find vendors, restrooms, and more as you walk the avenue during the festival.

BRING VOLUNTEERS

Get A Free Vendor Space!

Businesses and organizations who supply the event with a certain number of volunteers (see below) can get a free spot at the event! Vendor spaces will be reimbursed if all the volunteers from a business or organization complete the hours for which they signed up.

EVENT	WEST ALLIS A LA CARTE	SOUP CRAWLS	CLASSIC CAR SHOW	WEST ALLIS WINTER WEEK
TASKS & # OF VOLUNTEERS NEEDED PER EVENT	· Set Up (40)** · Check In (2) * · Info Booth (18) · Trash Pick Up (12) * · Block Captains (36) * · Take Down (20)**	· Check In (6) ·Cross off tickets (8) · Servers (16)	· Set Up (10) ** · Check In: (14) * · Barricade Monitors: (10) · Parking Cars: (12)* · Info Booth (12) · Trash Pick Up (12) * · Block Captains (24) * · Take Down (20) **	Every event has different volunteer needs, from set up to check in, and more!
TOTAL # VOLUNTEERS NEEDED	150+	30	95+	10 PER EVENT
VOLUNTEERS NEEDED FOR FREE SPACE	10	VOLUNTEERS GET A FREE TICKET	10	5 AT ONE EVENT

All volunteer shifts are 90 minutes to 4 hour unless specified otherwise.
***Must be able to stand for 4 hours**
****Must be able to lift 25 pounds**

PRICING FOR 2027

SAVE 10% WHEN YOU SUPPORT 3 OR MORE EVENTS!

WEST ALLIS A LA CARTE

LEVEL 1: $300	LEVEL 2: $500	LEVEL 3: $750	LEVEL 4: $1000	LEVEL 5: $2500
· Logo and Link to your business on our website · One 10' x 10' vendor space	**Level 1 Plus** · Business Name on 100 Event Posters · Business listed in 1/4 (8) radio ads on 102.9 The HOG	**Level 2 Plus** · Upgrade to business logo on 100 event posters · Business logo displayed on 2000 event tote bags	**Level 3 Plus** · Upgrade to 10' x 20' vendor space. · Business listed in 1/3 (10) of radio ads.	**Level 4 Plus** · Naming Rights to one activity area · Business listed in 1/2 (15) of radio ads.

DWA CLASSIC CAR SHOW

LEVEL 1: $300	LEVEL 2: $500	LEVEL 3: $750	LEVEL 4: $1000	LEVEL 5: $2500
· Logo and Link to your business on our website · One 10' x 10' vendor space	**Level 1 Plus** · Business Name on 100 Event Posters · Business listed in 1/4 (8) radio ads on 102.9 The HOG	**Level 2 Plus** · Upgrade to business logo on 100 event posters · Business logo displayed on 2000 event tote bags	**Level 3 Plus** · Upgrade to 10' x 20' vendor space. · Business listed in 1/3 (10) of radio ads.	**Level 4 Plus** · Naming Rights to one activity area · Business listed in 1/2 (15) of radio ads.

WEST ALLIS WINTER WEEK

LEVEL 1: $300	LEVEL 2: $500	LEVEL 3: $750	LEVEL 4: $1500	LEVEL 5: $3000
· Logo and Link to your business on our website · Post highlighting your business on the West Allis Winter Week Facebook Event Page	**Level 1 Plus** · Business Name on 100 Event Posters ·Opportunity to have promotional items distributed at all Winter Week events	**Level 2 Plus** · Upgrade to business logo on 100 event posters · Vendor space at one Winter Week Event	**Level 3 Plus** · Business Logo on Print Ads in Key Milwaukee, Valpak, or Similar · Business listed in 1/2 of Radio Ads on 102.9 The Hog	**Level 4 Plus** · Presenting Sponsor of West Allis Winter Week · Presence at as many Winter Week Activities as you would like.



SOUP CRAWLS

GENERAL ADMISSION SPONSOR: $300	VIP SPONSOR: $600
· Business Logo with link on website · Business logo on General Admission Tickets · Post highlighting your business on the Soup Crawl Facebook Event Page · Two (2) General Admission Tickets	· Business Logo on 90+ VIP ceramic soup mugs · Business Logo on all VIP tickets · Post highlighting your business on the Soup Crawl Facebook Event Page · Business Logo with link on website · Two (2) VIP Tickets

DEADLINES

EVENT & DATE	WRITTEN COMMITMENT NEEDED	PAYMENT NEEDED
WEST ALLIS A LA CARTE (JUNE 6, 2027)	MARCH 15, 2027	APRIL 30, 2027
CLASSIC CAR SHOW (OCTOBER 3, 2027)	JULY 31, 2027	AUGUST 30, 2027
FALL SOUP CRAWL (NOVEMBER 6, 2027)	AUGUST 15, 2027	SEPTEMBER 15, 2027
WINTER SOUP CRAWL (JANUARY 19, 2028)	OCTOBER 15, 2027	NOVEMBER 15, 2027

SIGN UP FORM 2027

BUSINESS OR ORGANIZATION NAME_____

CONTACT NAME_____

ADDRESS_____

_____

EMAIL_____

PHONE _____ WEBSITE_____

I WOULD LIKE TO SPONSOR THE SELECTED EVENTS (CHECK THE BOXES)

	EVENT	LEVEL	TOTAL
	WEST ALLIS A LA CARTE		
	DWA CLASSIC CAR SHOW		
	FALL SOUP CRAWL		
	SOUPER WEDNESDAY SOUP CRAWL		
	WEST ALLIS WINTER WEEK		
	SUBTOTAL		
	SPONSORED THREE OR MORE EVENTS? TAKE 10% OFF!		
	TOTAL DUE		
	PAYMENT ENCLOSED		INVOICE ME

Please make all checks payable to **DOWNTOWN WEST ALLIS INC.**

All forms and checks should be mailed to

7231 W Greenfield Avenue, Suite 201, West Allis WI, 53214.

West Allis DOWN TOWN



For questions or sharing ideas, reach out to our office!

414-774-2676

promotions@downtownwestallis.org

westallisdowntown.com

7231 W Greenfield Avenue
Ste 201, West Allis, WI 53214



FIND US @DWABID ON FACEBOOK AND INSTAGRAM!