

ALWAYS GROWING. FOREVER ORIGINAL

*West Allis*  
DOWNTOWN

## 2026 EVENT SPONSORSHIPS



WWW.WESTALLISDOWNTOWN.COM

ALWAYS GROWING. FOREVER ORIGINAL

Dear Community Partner,

Last year was a great year for events in West Allis Downtown, and we are excited to make them even bigger and better in 2026!

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 crawl and Halloween Hunt 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 2026!

Sincerely,

*Donald Falk*

Donald Falk  
Promotions Committee Chair  
Downtown West Allis Inc.



*West Allis*  
DOWNTOWN  
WWW.WESTALLISDOWNTOWN.COM



## DEMOGRAPHICS

ATTENDED IN 2025  
11,000+ PEOPLE

### ATTENDEE AGES

Visitors were largely female (66%), with an average age of 46, although all age groups were represented.



### ATTENDEES ARE COMING FROM...

Visitors from 90 different zip codes attended the event, spanning various Milwaukee metropolitan communities.

City	Percentage
West Allis	47%
Milwaukee County	31%
Outside Milw. County	21%
Outside Wisconsin	1%

### 2026 EVENT DATE: SUNDAY, JUNE 7TH

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!



*"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



## CLASSIC CAR SHOW

### 2026 EVENT DATE: SUNDAY, OCT. 4TH

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

ATTENDED IN 2025  
6,000+ PEOPLE

### ATTENDEE AGES

All ages and genders are represented at this events, but 71% attendees are age 46 and older. 56% of attendees identified as male

City	Percentage
West Allis	37%
Milwaukee County	36%
Outside Milw. County	24%
Outside Wisconsin	2%

### ATTENDEES ARE COMING FROM...

The table above 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.



*"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



### 3 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! During the third week of 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 ice skating, cozy clothing drives to a night of hygge West Allis Winter Week provides family friendly programming that helps welcome the new year and embraces

#### TENTATIVE 2026 WEST ALLIS WINTER WEEK SCHEDULE

SUN, JAN. 18- WINTER SCAVENGER HUNT @ WEST ALLIS HISTORICAL SOCIETY  
MON, JAN. 19- WEST ALLIS ROTARY CLUB COZY CLOTHING & FOOD DRIVE  
TUE, JAN. 20- BLANKETS & BINGO @ THE WEST ALLIS SENIOR CENTER  
WED, JAN. 21- WEST ALLIS DOWNTOWN SOUPER WEDNESDAY SOUP CRAWL  
THU, JAN. 22- WINTER PARTY AT THE WEST ALLIS PUBLIC LIBRARY  
FRI, JAN. 23- TRIVIA NIGHT WITH AURORA HOSPITAL AT OPE! BREWING COMPANY  
SAT, JAN. 24- TBD



### SOUPER WEDNESDAY SOUP CRAWL

4



#### SOUP'S ON IN WEST ALLIS DOWNTOWN!

For the seventh year in a row West Allis Downtown has hosted the Soup Crawl. For the fifth year in a row, join West Allis Downtown restaurants and shops for the ultimate soup sampler! 350 attendees stroll the Greenfield Avenue, tasting ten soups from twelve different West Allis restaurants! This crawl sells out annually and has been featured on Fox 6 Wake Up, Real Milwaukee, and TMJ4.

crawl sells out annually and has been featured on Fox 6 Wake Up and TMJ4.



### OLD FASHIONED HISTORIC WALKING TOURS

- Part History Tour (*knowledge of downtown historical sites.*)
- Part Bar Crawl (*history of the Brandy Old Fashioned.*)
- One Fun Afternoon in West Allis Downtown!

In 2023, our organization began hosting "Old Fashioned Historic Walking Tours" in conjunction with the West Allis Historical Society. These tours took off quickly, selling out twice, and brought visitors from all over Wisconsin and Illinois to our Downtown. Sponsors are needed to market and



**PRICE: \$500 (annually)**

- Business logo on commemorative glassware for the Old Fashioned Tours. In 2025, we gave away over 200 glasses at our Old Fashioned Tours.
- Opportunity to add promotional items to all tour goody bags (200 items.)
- Business mentioned in a thank you post highlighting your businesses on the West Allis Downtown BID Facebook and Instagram Pages
- Two tickets to one (1) 2025 Old Fashioned Tour

### FALL SOUP CRAWL

After our Souper Wednesday Soup Crawls blew up in popularity, we added a fall version of the crawl the first Saturday in November!

All proceeds from this crawl benefit the public art installations in West Allis Downtown! Sponsors are needed to promote and continue our efforts for public art in West Allis Downtown.



### KEEP WEST ALLIS DOWNTOWN VIBRANT WITH PUBLIC ART!

In 2023, our organization formed a "Downtown Art" committee consisting of business owners and citizens with a passion for art in our community. Since it's inception, the committee has overseen five projects and hopes to continue their efforts in years to come. Though these installations are beautiful and add a sense of whimsy and brightness to the area, funds are needed to maintain and expand these projects.



**PRICE: \$300**

- Business name listed on a plaque as a supporter of Art Downtown on one of our nine Art Benches for three (3) years
- Business mentioned in a thank you post highlighting your businesses on the West Allis Downtown BID Facebook and Instagram Pages
- Two tickets to the Fall Soup Crawl



SAVE 10% WHEN  
YOU SUPPORT 3 OR  
MORE EVENTS!

**LEVEL 1:  
\$300**

- Logo and Link to your business on our website.
- One 10' x 10' vendor space.

**WEST ALLIS  
A LA CARTE**

- Logo and Link to your business on our website.
- Business mentioned by DJ throughout event
- One 10' x 10' vendor space.

**FALL SOUP CRAWL**

- Business Logo on all saltine cracker bags
- Business Logo with link on website.
- Business name on event posters
- Two (2) General Admission Tickets

**WEST ALLIS  
WINTER WEEK**

- Logo and Link to your business on our website
- Post highlighting your business on the West Allis Winter Week Facebook Event Page
- Opportunity to have promotional items distributed at all Winter Week events

**SOUPER WEDNESDAY  
SOUP CRAWL**

- Business Logo on all saltine cracker necklace bags
- Business Logo with link on website.
- Business name on event posters
- Two (2) General Admission Tickets

**LEVEL 2:  
\$500**

**Level 1 Plus**

- Business Name on 100 Event Posters.
- Business mentioned in 1/4 (8) radio ads on 102.9 The HOG

**Level 1 Plus**

- Business Name on 100 Event Posters
- Business name on back of commemorative T-Shirts
- Business mentioned in 1/4 (8) radio ads on Pure Oldies 106.9

- Business Logo on 90+ VIP ceramic soup mugs
- Business Logo on all VIP tickets
- Business Logo with link on website
- Business Logo on event posters
- Two (2) VIP Tickets

**Level 1 Plus**

- Business Name on 100 Event Posters
- Vendor space at one Winter Week Event

- Business Logo on 100+ VIP ceramic soup mugs
- Business Logo on all VIP tickets
- Business Logo with link on website
- Business Logo on event posters
- Two (2) VIP Tickets

**SOLD FOR 2026**

**LEVEL 3:  
\$750**

**Level 2 Plus**

- Upgrade to business logo on 100 event posters
- Business logo displayed on 2000 event tote bags

**Level 2 Plus**

- Upgrade to business logo on 100 event posters.
- Upgrade to business logo on back of commemorative T-Shirts.
- Opportunity to select a "sponsor's choice" vehicle

- Business Logo all on print advertising
- Business Logo with link on website
- Listed as "Presenting Sponsor" on all digital advertising
- Business Logo on all General Admission tickets
- Post highlighting your business on the Fall Soup Crawl Facebook Event Page
- Two (2) General Admission Tickets

**Level 2 Plus**

- Upgrade to business logo on 100 event posters.
- Business name on print ad in Key Milwaukee Magazine

- Business Logo all on print advertising
- Business Logo with link on website
- Listed as "Presenting Sponsor" on all digital advertising
- Business Logo on all General Admission tickets
- Post highlighting your business on the West Allis Winter Week Facebook Event Page
- Two (2) General Admission Tickets

**LEVEL 4:  
\$1000**

**Level 3 Plus**

- Upgrade to 10' x 20' vendor space.
- Business mentioned in 1/3 (10) of radio ads.

**Level 3 Plus**

- Business mentioned in 1/3 (10) of radio ads.



**Level 3 Plus**

- Upgrade to business logo on print ad in Key Milwaukee Magazine.
- Upgrade to presence at two Winter Week events.

**LEVEL 5:  
\$2500**

**Level 4 Plus**

- Naming Rights to one activity area
  - Music Stages
  - Children's Area
  - Animal Avenue

**Level 4 Plus**

- Business name on 36 award plaques.

**Level 4 Plus**

- Presenting sponsor for West Allis Winter Week





### TASK DESCRIPTIONS

#### ⇒ Set Up Crew

Set Up Crew arrives early in the morning (usually between 5 and 6 am) to get the street ready for the event. This includes setting up tents, marking vendor spots, and other duties.

#### ⇒ Take Down Crew

Take down crew arrives an hour before the event ends to help take down tents, pick up signage, and get the street clean.

#### ⇒ Info Booth

These volunteers are the face of our organization. They sell merchandise and answer attendee questions.

#### ⇒ Trash Pick Up

Trash Pick Up Volunteers patrol the event picking up trash and taking full trash bags to the dumpsters.

#### ⇒ Block Captains

Block Captains duties change for each event, but they mainly make sure no one is moving barricades and notify event organizers if there is a problem on their block.

#### ⇒ Check In

Check In volunteers check in registered event participants.

### 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!



### BRING VOLUNTEERS, GET A FREE SPACE!

Businesses and organizations who supply the event with a certain number of volunteers (see right) 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	TASKS & # OF VOLUNTEERS NEEDED PER EVENT	TOTAL # VOLUNTEERS NEEDED	VOLUNTEERS NEEDED FOR FREE SPACE
WEST ALLIS A LA CARTE	<ul style="list-style-type: none"> <li>Set Up (40)**</li> <li>Check In (2) *</li> <li>Info Booth (18)</li> <li>Trash Pick Up (12) *</li> <li>Block Captains (36) *</li> <li>Take Down (20)**</li> </ul>	150+	10
SOUP CRAWLS	<ul style="list-style-type: none"> <li>Check In (8) *</li> <li>Servers (10) *</li> </ul>	16	VOLUNTEERS GET A FREE TICKET
CLASSIC CAR SHOW	<ul style="list-style-type: none"> <li>Set Up (10) **</li> <li>Check In: (14) *</li> <li>Barricade Monitors: (10)</li> <li>Parking Cars: (12)*</li> <li>Info Booth (12)</li> <li>Trash Pick Up (12) *</li> <li>Block Captains (24) *</li> <li>Take Down (20) **</li> </ul>	95+	10
HALLOWEEN HUNT	<ul style="list-style-type: none"> <li>Check In (4)</li> <li>Hand Out Candy In Businesses (10)</li> </ul>	14	5

*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*

If you are interested in helping out at any DWA Event, contact Emily Eineichner at [promotions@downtownwestallis.org](mailto:promotions@downtownwestallis.org)

## EVENT

## DEADLINE



COMMITMENT NEEDED BY  
NOVEMBER 15, 2025  
PAYMENT NEEDED BY  
DECEMBER 15, 2025



COMMITMENT NEEDED BY  
FEBRUARY 28, 2026  
PAYMENT NEEDED BY  
APRIL 15, 2026



CLASSIC CAR SHOW

COMMITMENT NEEDED BY  
JULY 15, 2026  
PAYMENT NEEDED BY  
AUGUST 31, 2026

## EXCLUSIVITY

Want to get a leg up on your competitors? Sponsorship Exclusivity allows your business to be the only one\* of it's type at the event!

West Allis A La Carte: \$5000 Car Show: \$4000

*\*Businesses can not be exclusive if their business type has representation in the downtown or a competitor has already paid for a sponsorship prior to asking about exclusivity*

BUSINESS NAME \_\_\_\_\_  
CONTACT NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE ( ) \_\_\_\_\_

WEBSITE \_\_\_\_\_

I WOULD LIKE TO SPONSOR THE FOLLOWING EVENTS

\_\_\_\_\_ WEST ALLIS A LA CARTE \$ \_\_\_\_\_

\_\_\_\_\_ DWA CLASSIC CAR SHOW \$ \_\_\_\_\_

\_\_\_\_\_ FALL SOUP CRAWL \$ \_\_\_\_\_

\_\_\_\_\_ WEST ALLIS WINTER WEEK \$ \_\_\_\_\_

\_\_\_\_\_ SOUPER WEDNESDAY SOUP CRAWL \$ \_\_\_\_\_

\_\_\_\_\_ DOWNTOWN ART (\$300) \$ \_\_\_\_\_

\_\_\_\_\_ OLD FASHIONED TOURS (\$500) \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

\_\_\_\_\_ INVOICE ME \_\_\_\_\_ PAYMENT ENCLOSED

\_\_\_\_\_ MY BUSINESS/ ORGANIZATION WOULD LIKE TO VOLUNTEER

*Please make all checks out to DOWNTOWN WEST ALLIS INC*

*All forms and checks can be mailed to*

*7231 W Greenfield Avenue, Suite 201*

*West Allis, WI 53214*

*Custom packages are negotiable. Email Emily Eineichner to set up a meeting at [promotions@downtownwestallis.org](mailto:promotions@downtownwestallis.org)*