



Benefiting  
**Children's  
Wisconsin**

## SPONSORSHIP OPPORTUNITIES

### Be a part of something special.

As a sponsor of the 27th anniversary of Louie's Last Regatta, you directly support the physical, social and mental health of Wisconsin's kids and teens.

### As a sponsor, your brand will:

- Be part of one of the largest fundraising regattas in the Midwest.
- Reach an elite group of sailors with powerful sponsorship and marketing opportunities.
- Lead the way for other Wisconsin companies by investing in a statewide asset we all depend on.

## WHAT IS LOUIE'S LAST REGATTA?

In 1999, a group of Milwaukee sailors came together to host one final sailing regatta of the season. Better yet, their vision also included raising awareness and funds for Children's Wisconsin.

Celebrating it's 27th anniversary in 2025, Louie's Last Regatta has grown into one of the largest fundraising regattas in the Midwest and has raised more than \$1.6 million for Children's. The highly anticipated event has also become the bookend for the sailing season for sailors up and down Lake Michigan.

Fundraising



Sailing



Celebrating



## SCHEDULE OF EVENTS

SEP  
**26**  
**Skippers' Meeting**  
South Shore Yacht Club  
Meeting starts at 6:00 p.m.

SEP  
**27**  
**Louie's 27th Last Regatta**  
Milwaukee Bay  
Race starts at high noon.

SEP  
**27**  
**Post-Race Celebration**  
South Shore Yacht Club  
Celebration starts at 3:00 p.m.

# SPONSORSHIP OPPORTUNITIES

For additional benefits by level, please see the chart at the bottom of the page.

**\$10,000 +**

## Presenting Sponsor

Be the presenting sponsor of the entire Louie's Last Regatta . The event will be referred to as *Louie's Last Regatta presented by (your company name)* in all event communication and collateral.

Other benefits include:

- Opportunity to speak at the Skippers' Meeting on Friday, September 26
- Opportunity to provide branded item or marketing materials in Skippers' Bags
- Opportunity to bring your team to volunteer during the Post-Race Celebration

**\$5,000 +**

## Regatta Race Sponsor

Sponsor the Louie's Last Regatta race. The race will be referred to as *Louie's Last Regatta Race presented by (your company name)*.

Other benefits include:

- Opportunity to bring your team to volunteer during the Post-Race celebration
- Name and logo recognition on Notice of Race and Sailing Instructions given to all registered skippers and crew members

**\$7,500 +**

## Post-Race Celebration Sponsor

Sponsor Louie's Last Regatta's fun-filled Post-Race Celebration. The event will be referred to as the *Post-Race Celebration presented by (your company name)*.

Other benefits include:

- Opportunity to provide a branded item or marketing materials in Skippers' Bags
- Prominent logo recognition on all signage near bar areas at the Post-Race Celebration

**\$2,500 +**

## Trophy and Awards Sponsor

Be a part of the excitement as the Trophy and Awards Sponsor. This special part of the Post-Race Celebration will be referred to as the *Trophy and Awards Ceremony presented by (your company name)*.

**Contact us today:**

**Claire Bevec**  
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# SPONSORSHIP BENEFITS

	<b>\$10,000 +</b>	<b>\$7,500 +</b>	<b>\$5,000 +</b>	<b>\$2,500 +</b>
<b>Recognition on event website</b>	Event logo, prominent company logo and link	Logo and link	Logo and link	Name
<b>Recognition in event emails</b>	5	4	3	2
<b>Verbal mention during event program</b>	✓	✓	✓	
<b>Event-day signage</b>	Event logo, prominent company logo	Logo	Logo	Logo
<b>Recognition in Children's Wisconsin thank-you email</b>	Event logo, prominent company logo	Logo	Logo	Name
<b>Recognition in thank-you post on Louie's Last Regatta Facebook and Instagram pages</b>	Event name recognition, prominent logo	Name, logo	Name, logo	Name
<b>First right of refusal for 2026 event</b>	✓	✓	✓	