



VILLAGE OF HARTLAND HOMETOWN CELEBRATION SPONSORSHIP PACKET

OPPORTUNITIES FOR YOUR BUSINESS TO
SUPPORT A COMMUNITY CENTERED EVENT







Hometown Celebration is a time for residents and friends to gather and enjoy a kickoff to 4th of July festivities. Historically, this weekend has included an incredible fireworks display on Friday evening and a family–fun parade on Sunday afternoon. In 2025, we brought back the carnival, it was a huge hit and fun for all ages. The turnout never disappoints, with thousands gathering in both Nixon Park and the streets of Hartland for these wonderful events.

Local and impactful businesses are needed to support the effort to expand Hartland's Hometown Celebration weekend. There are several levels of sponsorship available for 2026. Each level provides key opportunities for your business, take a look and see what fits best for you!

If interested in becoming a Hometown Celebration Sponsor or have any questions, please contact:

Festival: Sam Blonien

samb@villageofhartland.wi.gov or 262-367-0352

Parade: Sandee Policello

Sandeep@villageofhartland.wi.gov or 262-367-2714

Stars & Stripes Sponsor: \$15,000

At the Stars and Stripes sponsorship level, your business/organization will be recognized as the Presenting Sponsor of the Hometown Celebration. The event will run from Thursday, June 25th-Sunday, June 28th, 2026. We are currently seeking Presenting Sponsors for the Hometown Celebration. This top-level sponsorship includes premier recognition across all event marketing, signage, and announcements. As one of our Presenting Sponsors, your business/organization will be featured prominently as “Presented by [Sponsor Name]”, ensuring maximum visibility and community recognition.

The Stars & Stripes Presenting Sponsorship will include:

- Business announced by featured bands.
- Logo included on ALL event banners and flyers.
- VIP area under the main stage tent, including your own bartender and 20 VIP passes to invite guests.
- VIP area for viewing the fireworks on Friday night, including 20 VIP passes to invite guests.
- Logo on the back of volunteer and staff t-shirts.
- Business name on Main Stage sign.
- 50 drink tickets.



Sponsorship Overview

VIP Areas

- Get a front row seat for all musical acts and for viewing fireworks.
- Along with your own VIP Lounge, a bartender will be provided.
- You will receive 20 VIP passes for VIP Lounge access and VIP fireworks area.



Advertising

- Your logo and name will be on the back of our volunteer and staff shirts!
- Your logo and name will be on all banners and flyers for Hometown.
- Your name will go on the VIP signage as well as the Main Stage signs (2 signs on the tent).



Land of the Free: \$5,000

At the Land of the Free sponsorship level, your business will be recognized as a Beverage Sponsor. Our beverage area, which is located under the Main Stage Tent, is made up of over 12 bar sections. Village of Hartland Staff and Volunteers sell beer and seltzers each and every day of Hometown. Your business/organization logo will have great exposure throughout the entirety of the event. The beverage area is, after all, the most visited area at Hometown!

The Land of the Free Beverage Sponsorship will include:

- Logo included on beverage area.
- Logo included on sponsor banner.
- Business/organization listed on the event flyer.



Home of the Brave: \$2,500

At the Home of the Brave sponsorship level, your business will be recognized as a Metro Sponsor. Portable Metros are located throughout Nixon Park. Your business/organization logo will have great visibility throughout the park with 20 portable metros placed throughout the park. The sponsorship offers great logo visibility with the number of people waiting in the lines or walking through out the park during the event.

The Home of the Brave Metro Sponsorship will include:

- Logo included on the portable metros.
- Business/organization logo on sponsor banner.
- Business/organization listed on the event flyer.



Life & Liberty: \$1,000

The Life & Liberty Sponsorship will include:

- Business/organization logo on sponsor banner.
- Business/organization listed on event flyer.

Patriotic: \$500

The Patriotic Sponsorship will include:

- Business/organization listed on sponsor banner.
- Business/organization listed on event flyer.

Questions? Contact Sam Blonien at samb@villageofhartland.wi.gov or 262-367-0352



HARTLAND HOMETOWN CELEBRATION SPONSORSHIPS

June 25-28, 2026

STARS & STRIPES

\$15,000 4 AVAILABLE

Presenting Hometown Sponsor
Business announced by featured bands,
Logo included on all event banners &
flyers, VIP area under Main Stage tent, VIP
area for Fireworks, Logo on back of shirts,
Business name on Main Stage sign.

LAND OF THE FREE

\$5,000 4 AVAILABLE

Beverage Sponsor
Logo included on beverage areas &
sponsor banner, Business listed on event
flyer.

HOME OF THE BRAVE

\$2,500 4 AVAILABLE

Metro Sponsor
Logo included on the portable metros &
sponsor banner, Business listed on event
flyer.

LIFE & LIBERTY

\$1,000 5 AVAILABLE

Event Sponsor
Logo included on sponsor banner, Business
listed on event flyer.

PATRIOTIC

\$500

Community Supporter
Business listed on event flyer & sponsor
banner.

SPONSOR INFORMATION

**I WOULD LIKE TO SUPPORT HARTLAND'S
2026 HOMETOWN CELEBRATION BY BECOMING A:**

- STARS & STRIPES SPONSOR - \$15,000 DONATION**
- LAND OF THE FREE SPONSOR - \$5,000 DONATION**
- HOME OF THE BRAVE SPONSOR - \$2,500 DONATION**
- LIFE & LIBERTY SPONSOR - \$1,000 DONATION**
- PATRIOTIC SPONSOR - \$500 DONATION**

CONTACT NAME: _____

BUSINESS NAME: _____

ADDRESS: _____

EMAIL: _____

PHONE: _____

Please remit payment (check payable to Village of Hartland) and sponsorship form to:
Village of Hartland, Hometown Celebration
210 Cottonwood Avenue, Hartland WI 53029

HARTLAND
HOMETOWN CELEBRATION PARADE
“AMERICA250”

June 28, 2026

PARADE SPONSORSHIP OPPORTUNITIES

Preparations are beginning for the 2026 Hometown Parade! This annual event relies on private financial support from our generous neighbors and businesses. This 100+ year old tradition is an integral part of the community that brings hundreds of spectators to the streets of Hartland annually. **Sponsorship offers great visibility for your business!**

ALL sponsors will be sent a Thank You letter that can be proudly displayed at your business. A Thank You ad will be placed in our weekly Village e-newsletter, as well as on the Village’s website and Facebook page.

Please consider sponsoring America’s 250th anniversary parade!

Levels of sponsorship:

PRESENTING SPONSOR – \$5,000 (ONE AVAILABLE)

- Exclusivity as the presenting parade sponsor
- “Presented by” listing with your logo on all parade marketing
- Your logo on the lead banner in the parade followed by your float/parade entry
- Your logo on Hometown Celebration flyers and sponsor banner at Nixon Park
- Opportunity to participate on the judge panel and award the most outstanding presentation of “America250” to a parade entry
- First right of refusal for the following year Presenting Sponsorship
- Thank you letter that can be proudly displayed at your business

PLATINUM SPONSOR – \$3,000

- Your logo on all parade marketing
- Your logo on Hometown Celebration flyers and sponsor banner at Nixon Park
- Entry for float or vehicle in the parade
- Opportunity to have a member of your company be a parade judge
- Thank you letter than can be proudly displayed at your business

DIAMOND SPONSOR – \$1,000

- Your logo on all parade marketing
- Entry for float or vehicle in the parade
- Opportunity to have a member of your company be a parade judge
- Thank you letter that can be proudly displayed at your business

GOLD SPONSOR – \$500+

- Your logo on all parade marketing
- Entry for float or vehicle in the parade
- Thank you letter that can be proudly displayed at your business

SILVER SPONSOR – \$100+

- Entry for float or vehicle in the parade
- Thank you letter that can be proudly displayed at your business

1776 - 2026
AMERICA250
HARTLAND, WI

HARTLAND
HOMETOWN CELEBRATION PARADE
June 28, 2026

SPONSOR INFORMATION
I WOULD LIKE TO SUPPORT HARTLAND'S
"AMERICA250" PARADE BY BECOMING A:

- PRESENTING SPONSOR - \$5,000 DONATION**
- PLATINUM SPONSOR - \$3,000 DONATION**
- DIAMOND SPONSOR - \$1,000 DONATION**
- GOLD SPONSOR - \$500+ DONATION**
- SILVER SPONSOR - \$100+ DONATION**

A check is enclosed for: \$ _____ (Payable to Village of Hartland)

NAME: _____

ADDRESS: _____

EMAIL: _____

THANK YOU for supporting our community!
Contact Sandee Policello: 262-367-2714 or
sandeep@villageofhartland.wi.gov

1776 - 2026
AMERICA250
HARTLAND, WI

