

RETAIL RALLY

— RETAILERS — IT'S YOUR TURN! —

Dear Community Partner,

Seventy-Eight percent of small businesses believe there is a growing appreciation of shopping locally at small businesses in the U.S. We believe Milwaukee is not only an idea space—but a great place to further advance retail. Big and small, independent and franchises, clothing, food, products etc...retail can make a city experience unique, drive economic development, and create jobs.

In 2012, a group of committed organizations came together to look at options for Milwaukee's retail—now and for the future. We held a Retail Rally in January 2013 to gain ideas on what our local retailers want and need to advance their businesses. In April, we followed up with an affordable half-day conference that offered thought-provoking speakers on consumer and retail trends, marketing, merchandising, branding, customer service, and Milwaukee retail hot spots. Networking and roundtable dialogues were also included and we had over 100 present. Attendees gave high marks, and are waiting to see what we do next!

A member of our coordinating team may have already reached out to you, sharing our plans and vision for Milwaukee retailing. We are now asking if you will consider sponsoring our next step—our Retail Meetup set for October 1st at the Rail Hall (corner of Seeboth & 2nd Street in Walker's Point). Our budget is modest for this event and hoping you will consider a **\$150 sponsorship** to help make this happen. We need to keep the retail buzz going!

Your sponsorship benefits will include:

A six foot table in the space in which the networking and entertainment will be taking place. Make new contacts with your target audience: exposure for two hours, face-to-face time with up to 100 retailers representing a variety of Southeast Wisconsin businesses.

Formal acknowledgment with a "Thank you" during the welcome address and include your logo image on the onsite signage.

Your logo and contact information will appear on attendee handouts.

Marketing will include your name with links in the event Evite going out to over 10,000 contacts in retail and related fields, and via social media posts on Facebook and Twitter by Milwaukee Downtown, WWBIC, Local First Milwaukee, and Retailworks, Inc. And the Retail Rally website will post a direct link to your website.

Thank you in advance for your consideration!

You may make the sponsorship check payable to: Milwaukee Downtown Inc., 600 E Wells Street, Milwaukee, WI 53202.

Questions? Feel free to reach out to Beth Weirick of Milwaukee Downtown at bweirick@milwaukeedowntown.com or Wendy K. Baumann of WWBIC at wendy.baumann@wwbic.com.

<http://retailrallymke.wordpress.com>

