



**FUEL THE FEST. FUND THE FIGHT.**

**Partner with Purpose at Midwest Mix Fest 2026**

*Bringing music, community and hope together, one beat at a time.*

**Want more info or ready to sign up?**

**Contact Diego or Dianna Villalobos**

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**262-220-4590**

# MIDWEST MIX FEST 2026

## Music, Art and Food Festival

August 8 and 9, 2026  
Pennoyer Park Bandshell, Kenosha, WI  
2 PM to 10 PM each day  
Free Admission (First Year Ever)

### **About the Event:**

Midwest Mix Fest is a fully outdoor, lakefront festival bringing together music, art and food for a high-energy, community-driven experience. Now in its 5th year, the event continues to grow as a staple summer festival in Kenosha.

Produced by Midwest DJ Productions, with over 20 years of experience and voted Best of Kenosha for seven consecutive years, the festival delivers a polished and engaging atmosphere.

We proudly support Alex's Lemonade Stand Foundation, raising funds for pediatric cancer research.

### **2026 Highlights:**

- \* One main stage with 20+ DJs and musicians
  - \* Live art and kids activity zone
  - \* Interactive food experiences
- \* Beer and wine sales in partnership with Kenosha Pride

### **Audience & Reach:**

- \*13,000+ combined social media followers
- \*Thousands of in-person attendees annually
- \* Attendees are from Chicago to Milwaukee and everything in between
  - \* 5 years of continued festival growth

### **Why Sponsor:**

Midwest Mix Fest offers strong brand visibility, direct engagement and alignment with a respected, community-focused event.

With free admission for the first time, 2026 is expected to draw our largest crowd yet, creating even greater exposure for sponsors.

**See below for sponsorship opportunities!**

**Who Attends:** Over 3,000 guests including families, young professionals, creatives and music lovers from across the Midwest.

**Estimated Attendance:** 4,000+

**Age Range:** Primarily 25 - 45, with strong family turnout

**Reach:** Southeastern Wisconsin & Northern Illinois

**Marketing Channels:** Social media (Facebook, Instagram & TikTok), website, flyers and local press

**Engagement:** 20k+ combined social impressions

# MIDWEST MIX FEST 2026 SPONSORSHIP PACKAGES

## Diamond Sponsor \$10,000 (1 available)

- Logo on ad truck, T-shirts, all promo materials, social media & FB invite & website
- Printed banner featured at entrance
- 6+ creative MC mentions on stage
- 4 social media post spotlights
- Premium vendor booth (priority placement)
- Digital Supporter Badge
- Featured in press releases
- Featured in official recap video

## Platinum Sponsor \$5,000 (2 available)

- Printed banner featured on stage
- Logo on all promo materials, social media, FB invite & website
- MC mentions before headliner set
- 4+ creative MC mentions
- 3 social media spotlights
- 20x20 vendor booth
- Digital Supporter Badge

## Gold Sponsor \$2,500

- Logo featured on print, social media & website
- Logo on signage near entrance & activity zone
- 2 social media spotlights
- 10x10 vendor booth
- Digital Supporter Badge

## Lemonade Stand Sponsor \$1,000

- Logo featured on print, social media & website
- Banner placement on lemonade stand
- 1 social media spotlights
- 10x10 vendor booth
- Digital Supporter Badge

## Community Impact Sponsor \$500

- Your banner featured in activity zone
- Name listed on website & FB invite
- Digital Supporter Badge
- 2 social media story features

## Friend of the Fest \$250

- Name listed on website & FB invite
- Digital Supporter Badge
- 1 social media story feature

## Community Contributor \$100

- Name listed on website & FB invite
- Digital Supporter Badge

## Individual Donor \$50

- Name listed on website & FB invite
- Digital Supporter Badge