

PARKS *Build* COMMUNITY

2026 Oshkosh Parks Sponsorship Opportunities



Support your community by sponsoring a special event or activity through City of Oshkosh Parks.



Make a meaningful difference in your community!



The Power of Sponsorships

Aligning your company with a special event or activity through City of Oshkosh Parks is not only a smart business move but also a chance to have a positive impact on our community. By partnering with these events, you boost your brand visibility and show your dedication to the values and well-being of the Oshkosh community.

These events attract diverse crowds, providing a unique opportunity for your company to showcase its brand to potential customers in a lively and engaging setting. Your involvement in these events demonstrates that you value local culture and community, which resonates strongly with both residents and visitors.

Supporting local activities builds goodwill and forges lasting relationships with community members, boosting customer loyalty. Investing in the community enhances your brand reputation and positions your company as a trusted partner dedicated to the growth of Oshkosh.

There are a variety of sponsorship levels to choose from. Please contact Jenny McColian, Revenue Facilities Manager, to find the best option for you.

Jenny McColian
Revenue Facilities Manager, Parks Department
City of Oshkosh
jmccolian@oshkoshwi.gov
920-236-5080

2026 Sponsorship Levels

Sponsorship Levels & Benefits	Booth at Event	Name or Logo on Social Media Posts & Advertising	Name or Logo on Website	Name or Logo on Event Signage
Title Sponsor  \$3,000	✓	✓	✓	✓
Platinum Sponsor  \$1,000	✓	✓	✓	✓
Gold Sponsor  \$750	✓	✓	✓	✓
Silver Sponsor  \$500		✓	✓	✓
Bronze Sponsor  \$250			✓	✓
Community Partner  \$100			✓	✓

Menominee Park and Zoo



Breakfast With the Bunny & Egg Hunt

Breakfast with the Bunny takes place in spring and draws both young and old to Sunnyview Expo for tasty pancakes and sausage. There are many activities for kids, including cookie decorating, crafts, face painting, and photo opportunities with the visiting bunny! Adults can buy tickets to enter a raffle for fun-filled baskets and kids can participate in an egg hunt. The average attendance for this event is 700 people. All sponsorship levels are available.



Title



Platinum



Gold



Silver



Bronze



Community

Menominee Park Zoo Wildlife Wednesdays

Wednesdays From June Through August

A series of free, fun, and educational activities for the entire family. There's no better place to spend summer than at the Menominee Park Zoo. These programs feature a variety of fantastic presenters, including but not limited to birds of prey, frogs, snakes, monarch butterflies, and much more! Title and Platinum sponsorships available.



Title



Platinum



Menominee Park Zoo Educational Days

Five Days From June Through September

Four free educational days of exciting celebrations at the Menominee Park Zoo. These special animals deserve a day all about them. We will celebrate black bears, skunks, snakes, and owls. Crafts, zookeeper chats, and activities will be planned for these unique learning opportunities. Title sponsorship available.



Title

Menominee Park and Zoo



Summer Zoo Kids Camps

Zoo camps for different age groups occur once a week in six week sessions. The camps include a full zoo tours, animal husbandry, story time and crafts, exploring animal diets, and how the animals adapt to their environments. All sponsorship levels are available.



Snooze at the Zoo

Families and friends are invited to camp amongst the animals at Menominee Park Zoo. Participants will be treated to family activities, educational programs, craft projects, and a movie under the stars. Several campfire meals and snacks are included. All sponsorship levels are available.



Brews in the Zoo

On the night before the annual Zooloween Boo, adults are invited to embrace their wild side at a Halloween party at the zoo. The event will feature local craft brews, live music, and food trucks. Everyone is encouraged to come in costume, and there will be various awards for different costume categories. All sponsorship levels are available.



Menominee Park and Zoo



Zooloween Boo

Menominee Park Zoo in Oshkosh hosts a safe trick-or-treating event at the zoo. Community volunteers and local businesses line the area with treat stations and games. Each participating business or organization runs a Trick-or-Treat station, handing out treats (or other safe items) as children visit from 11 a.m. to 3 p.m. Sponsors are encouraged to wear costumes and decorate their station if they wish. This event sees around 3,500 attendees! All sponsorship levels are available and include free passes to the event.



Title



Platinum



Gold



Silver



Bronze



Community

Crafts & Critters

Crafts and Critters is a fall craft fair hosted throughout the zoo. During its inaugural year in 2025, the event drew in 1,321 attendees to the zoo and had 49 participating vendor booths. Attendees shop from the booths while also observing animals in the zoo. All sponsorship levels are available.



Title



Platinum



Gold



Silver



Bronze



Community



Live Music Events

Brews by the Waterside

Brews by the Waterside is a free concert series that takes place on several Tuesdays throughout the summer, alternating between Menominee and Rainbow Memorial. The beer gardens feature local craft beers on tap. Each date features food trucks, local craft beers, yard games, and live music. All sponsorship levels are available.



Title



Platinum



Gold



Silver



Bronze



Community



Live at the Leach

Live at the Leach is a free concert series that happens once a month on Tuesdays from June through September with an attendance of 4,000 people per season. This is a unique sponsorship opportunity that differs from our standard sponsorship levels. This is a three-year sponsorship with the benefit of having two 4'x8' signs on the amphitheater with your logo. These will be seen by anyone attending events at the Leach, including the Waterfest Concert Series.

Additional Value:

- Your logo and website will be included on the Leach Amphitheater website
- Your logo will be included on all print and digital media advertising
- You have the option to have a physical presence at the concerts
- The band will recognize the sponsor at all Live at the Leach events



Cost (Three-Year Contract): \$30,000 (\$10,000 per year)

Leach Amphitheater

Family Movie Nights

Three FREE family movie nights take place at the Leach Amphitheater throughout the summer. Along with the movie, there are food trucks and a bounce house. People are encouraged to bring their own chairs and blankets and enjoy the movies as a family under the stars. We are accepting a gold sponsor for each date at \$750 per date.



Gold



June Dairy Days

June Dairy Days is a one-day event dedicated to celebrating the dairy industry. Attendees get to see live baby animals, make their own butter, purchase grill cheese sandwiches, sample various cheeses, and enjoy crafts and bounce houses. All sponsorship levels are available.



Title



Platinum



Gold



Silver



Bronze



Community

Touch-a-Truck

Over 20 community organizations bring trucks to allow the kids to see the big rigs up close. It is a unique and free event for the entire family. Additionally, it provides kids with an opportunity to learn about the different professions that accompany these trucks. In addition to the trucks, we provide activities for children of all ages, including toy trucks in sandboxes and mini-gravel pits. Various food trucks will also be on the grounds, offering yummy treats and eats. All sponsorship levels (excluding Title Sponsor) are available.



Platinum



Gold



Silver



Bronze



Community



Pollock Community Water Park

Pollock Special Event Days

Pollock Community Water Park hosts multiple event days throughout the summer season. All sponsorship levels are available and are for event days as a whole.

2026 Events:

Military Mondays

Members of the military receive free admission Mondays with a valid military ID

Pirate Plunge Party

Pirate-themed party including a treasure hunt, pirate games and more on June 11th

Father's Day

Fathers receive free admission with paid child admission

Poolside Karaoke Party

Karaoke party at the pool on June 25th

Red, White & Blue Splash

Star spangled day of patriotic games and contests on July 9th

Ducky Days

Duck-themed games and our famous annual ducky races in the lazy river on July 23rd

Mardi Gras Splash Bash

Mardi Gras-themed takeover at the waterpark with festive games and activities on August 6th

Season Pass Appreciation Night

Exclusive celebration night for season pass holders on August 15th



Beneficial Statistics

Social Media Following

City of Oshkosh Parks

Facebook: 7,911

Instagram: 470

Pollock Community Water Park

Facebook: 9,115

Instagram: 162

Leach Amphitheater

Facebook: 8,417

Instagram: 447

Menominee Park and Zoo

Facebook: 15,105

Instagram: 722

BONUS! All sponsors will receive additional recognition in the Oshkosh Herald at the end of 2026. See the 2025 ad below!

Yearly Facility Attendance

Menominee Park & Zoo: 102,000+ Visits

Pollock Community Water Park: 33,900+ Visits

Leach Amphitheater: 11,000 Visits*

**This is from Parks Department events only, does not include attendance from Waterfest*



Thank you to the 2025 Parks Events & Activities Sponsors!

These organizations support the City of Oshkosh Parks Department's efforts to make the community a great place to live! The Parks Department is committed to providing affordable events and recreation opportunities for everyone, made possible by the generosity of our sponsors.

PARKS
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4-Imprint	Dublin's Irish Pub	OACF Women's Fund Grant	Robin's Nest Floral
A&W	Eaton's Fresh Pizza	OACF Youth Program Grant	Security Finance
Alro Steel	Festival Foods	Oaks Candy Corner	Service Oil Company
American Black Belt Academy	Fifth Ward Brewing Company	Oshkosh Celebration of Lights	Skip and Claudia Coates
American Gutter Protection	Fire Escape	Oshkosh Corporation	Sports Clips
Ardy and Eds	Floors by Angie	Oshkosh Elks Club	Step by Step Respite Center
Artist Deb Konen	Fox River Brewing Company	Oshkosh Kids Museum	Sturgeon Spirits
B&B Basement Repairs, LLC	Friends of the Oshkosh Zoo	Oshkosh Mat Rats	Target
Bare Bones Brewery	Generac	Oshkosh Recreation Department	The Hangar
Bergstrom Corporation	Girl Scouts of the NW Great Lakes	Oshkosh Tent and Awning	The Roxy
Biolife Plasma Services	Glow in the Park	Oshkosh YMCA	The Taqueria
Bright Orthodontics	Greene's Pour House	Oshkosh Youth Rugby	ThedaCare
Boy Scouts Troop 601	Help Me Grow	OshPop	Thunderbird Bakery
Buffalo Wild Wings	Hoffmaster	BHHS Water City Reality - Patty Wohlt	Timber Rattlers
Caramel Crisp	IHOP	Petco	TJ's Harbor Bar
Chili's	Kwik Trip	Piggly Wiggly	Tom and Penny Harenburg
Club House Indoor Golf and Bar	Lamers Dairy	Planet Perk	UBloom
Community for Hope	Lee Beverage	Players Pizza	UMOS Aurora Center
Costco	Linda Bochinski	Plymouth Church	Valley Veterinary Hospital
Dairy Farmers of Wisconsin	McDonalds	Poeschl Printing	Winnebago Community Credit Union
Dawn of Beaulieu Family Insurance	Military Vets	Quality Truck Care Center	Winnebago County Farm Bureau
Delta Restaurant	Nolte's	Red Robin	Wisconsin Herd
Discover Oshkosh	OACF Community Arts Grant	Rev's Bowl Bar & Grill	Wisconsin Public Service



Commitment Form

Please send forms to Jenny McColian at jmccollian@oshkoshwi.gov

Checks can be written to the City of Oshkosh .

Mail to Oshkosh Parks Department, PO Box 1130, Oshkosh, WI 54902

Credit Cards are accepted. Receipts will be mailed.

If you have any questions, please call 920-236-5080.

Name of Event:

Circle the sponsorship level you wish to support the Oshkosh Parks Department:



Title
\$3,000



Platinum
\$1,000



Gold
\$750



Silver
\$500



Bronze
\$250



Community
\$100

Additional Donation (optional):

Name of Business:

Contact Name:

Full Address:

City:

State:

Zip Code:

Email:

Phone:

Credit Card:

Expiration Date:

CVC:

Website:

Facebook Address:

**We want your business and organization to be portrayed correctly.
Please provide the following:**

- Ensure your business name is written how you wish it displayed on event signs and promotional materials.
- Please email your logo if you are a Title, Platinum, Gold, or Silver Sponsor.