



80TH ALICE IN DAIRYLAND FINALS

Milwaukee County • May 13–15, 2027

Dear Friends of Milwaukee County,

Something historic is happening in Milwaukee County in May 2027, and we want you to be part of it.

Alice in Dairyland is coming home. In 1948, Milwaukee County hosted the very first Alice in Dairyland selection as part of the Centennial Exposition at the Wisconsin State Fair. While several of the first Alice selections happened in Milwaukee County, we haven't hosted the finals since 1964. Now, more than 60 years later, the **80th Alice in Dairyland Finals** returns to Milwaukee County, and it will be an event worthy of that milestone.

Milwaukee County's agricultural story is remarkable. Once the world's largest wheat shipping port, our county is now home to more than 3,700 food and beverage companies — ranging from small start-ups to world-renowned brands — employing more than 141,000 people. The Alice in Dairyland Finals will put that story center stage for agriculture leaders, media, and communities across Wisconsin.

Alice in Dairyland is Wisconsin agriculture's most visible ambassador as a full-time spokesperson who generates more than \$1 million in media coverage each year. The three-day Finals weekend will bring top candidates to Milwaukee County for agribusiness tours, media interviews, a public Showcase event, and a Finale Banquet. Your sponsorship puts your name in front of those candidates, their family and friends, our local community, and agriculture supporters statewide.

Help us host the 80th Alice in Dairyland Finals in Milwaukee County and invest in agriculture education for local students. Funds raised beyond event costs will go directly to agriculture education projects for Milwaukee County students, making your investment one that outlasts the weekend.

We have designed six sponsorship levels — from \$100 to \$10,000+ — each with meaningful recognition and access to Finals events. You'll find the full details in the enclosed sponsorship flier. We're also happy to discuss in-kind or service contributions. In addition, all donations are tax-deductible.

If you are ready to get involved or have more questions, email 80AliceMilwaukee@gmail.com or complete the sponsorship form on AliceInDairyland.com.

We would be honored to have you join us for this milestone moment. Thank you for your support of Wisconsin agriculture and Milwaukee County's agricultural community.

Warm regards,

The Milwaukee County 80th Alice in Dairyland Finals Committee

80AliceMilwaukee@gmail.com



80th Alice in Dairyland

Milwaukee County Finals
May 13-15, 2027

Sponsorship Information

Help us host the 80th Alice in Dairyland Finals in Milwaukee County and invest in agriculture education for local students.

Benefits for Sponsors

- Be part of a once-in-a-generation event. Milwaukee County last hosted the Alice in Dairyland Finals in 1964. This is a historic homecoming more than 60 years in the making, and sponsorship puts your name on it.
- Alice in Dairyland generates more than \$1 million in media coverage each year. The 80th Finals brings that spotlight directly to Wisconsin's largest media market, with television, radio, and digital coverage reaching consumers across the state.
- Milwaukee County is home to more than 3,700 food and beverage companies. Sponsoring the Finals signals to that community — and to Wisconsin farmers — that your business values and supports the agricultural supply chain your industry depends on.
- Your sponsorship doesn't just fund events during the Finals weekend. Proceeds beyond event costs will go to agriculture education for Milwaukee County students. Your sponsorship will create a tangible, lasting investment in the next generation of agricultural advocates, professionals, and consumers.
- The Alice in Dairyland Finals weekend will bring agriculture supporters, community leaders, and media from across Wisconsin to Milwaukee County, putting your brand in front of a statewide audience of engaged, agriculture-minded consumers during the Finals events.

Important Dates

- May 13, 2027: VIP Top Candidate Meet & Greet (for sponsorships of \$2,500+)
- May 14, 2027: County Showcase and Q&A Session
- May 15, 2027: 80th Alice in Dairyland Finale Banquet & Program



Lake Michigan
Legacy
\$10,000+

8 Tickets (Full Table) to the Finale Banquet on Saturday, May 15

8 Tickets (Full Table) to the Showcase on Friday, May 14

8 Tickets (Full Table) to Alice Top Candidate & VIP Event on Thursday, May 13

½ Page Advertisement and Prominent Logo Placement in Finale Program Booklet

Prominent Logo Placement on Event Signage, Event Website, and Social Media

Listing in News Releases

Plaque Presentation



Hoan Bridge
Patron
\$5,000-\$9,999

4 Tickets to the Finale Banquet on Saturday, May 15

4 Tickets to the Showcase on Friday, May 14

4 Tickets to Alice Top Candidate & VIP Event on Thursday, May 13

¼ Page Advertisement and Prominent Logo Placement in Finale Program Booklet

Prominent Logo Placement on Event Signage, Event Website, and Social Media

Listing in News Releases

Plaque Presentation



Riverwalk Sponsor
\$2,500-\$4,999

2 Tickets to the Finale Banquet on Saturday, May 15

2 Tickets to the Showcase on Friday, May 14

2 Tickets to Alice Top Candidate & VIP Event on Thursday, May 13

Logo Placement in Finale Program Booklet

Logo Placement on Event Signage

Logo Placement on Event Website, and Social Media



Master Brewer
\$1,000-\$2,499

2 Tickets to the Finale Banquet on Saturday, May 15

2 Tickets to the Showcase on Friday, May 14

Logo Placement in Finale Program Booklet

Listing on Event Signage

Listing on Event Website and Social Media



Help us host the 80th Alice in Dairyland Finals in Milwaukee County and invest in agriculture education for local students.

Ready to get involved? Email 80AliceMilwaukee@gmail.com or visit AliceInDairyland.com to learn more.



Bronze Fonz
\$500-\$999

Listing in Finale Program Booklet

Listing on Event Signage

Listing on Event Website and Social Media



Cream City Friend
of Agriculture
\$100-\$499

Listing in Finale Program Booklet

Listing on Event Website and Social Media



80TH ALICE IN DAIRYLAND FINALS

Sponsorship Form

Milwaukee County • May 13–15, 2027

Your Name: _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

Sponsorship Levels:

☐ Lake Michigan Legacy*^ (\$10,000+)
8 Showcase Tickets: ☐ Use ☐ Donate**
8 Finale Tickets: ☐ Use ☐ Donate**

☐ Hoan Bridge Patron*^ (\$5,000-\$9,999)
4 Showcase Tickets: ☐ Use ☐ Donate**
4 Finale Tickets: ☐ Use ☐ Donate**

☐ Riverwalk Sponsor* (\$2,500-\$4,999)
2 Showcase Tickets: ☐ Use ☐ Donate**
2 Finale Tickets: ☐ Use ☐ Donate**

☐ Master Brewer* (\$1,000-\$2,499)
2 Finale Tickets: ☐ Use ☐ Donate**

☐ Bronze Fonz (\$500-\$999)

☐ Cream City Friend of Agriculture (\$100-\$499)

☐ Enclosed is a check for \$_____ or ☐ Please invoice me for \$_____

☐ In Kind Donation & Monetary Value: _____

Please make checks payable to Cream City Alice Committee with “Alice” on the memo line.

Mail checks and this form to: Cream City Alice Committee

ATTN: 80th Alice Finals

PO Box 250620

Milwaukee, WI 53225

We will send you a receipt for the tax-deductible donation to the Cream City Alice Committee (501(c)(3) Tax Identification Number 42-2316524). Please email 80AliceMilwaukee@gmail.com with any questions. Thank you for supporting the 80th Alice in Dairyland Finals and agriculture education in Milwaukee County!

*This sponsorship level includes having your logo in our program booklet, event signage, website, and/or social media. Please send your logo in a JPG format to 80AliceMilwaukee@gmail.com.

^This sponsorship level includes having an advertisement in our program booklet (1/2 page for Lake Michigan Legacy and 1/4 page for Hoan Bridge Patron). Please send your advertisement artwork in a JPG format to 80AliceMilwaukee@gmail.com.

**Donated tickets to the Showcase and/or Finale events will be used for Top Candidates supporters and/or local students to attend those programs.