



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2941
Fax: 262-242-9655

www.cityofmequonwi.gov

FESTIVALS COMMITTEE
Monday, June 23, 2025
6:30 PM
North Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. May Minutes
- 3) Taste of Mequon
 - a. Vendor Review
 1. China Lights
 2. A to Z Apothecary
 - b. Children's Area
 1. Climbing Wall & Trampoline
 2. Soccer Darts
 3. Hamster Roll
 4. Fox and Branch
 5. The Painted Creek
 6. Coloring
 - c. Other Items
 1. Sponsorships
 2. WTMJ
 3. TMJ4 Weather
- 4) Next Meeting Date and Time: 7/21 at 6:30pm
- 5) Adjourn

Dated: June 23, 2025

/s/ Miranda White, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



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FESTIVALS COMMITTEE
Monday, May 19, 2025
6:30 PM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Miranda White
 Vice Chair Deanna Conaty
 Committee Member Brett Benson
 Committee Member Jenne Hohn
 Committee Member Laeh McHenry
 Committee Member Vanessa Nerbun
 Committee Member Janet Fussell
 Committee Member Tracy Johnson -- **Absent**
 Committee Member Lisa Liljegren -- **Absent**
 Committee Member Moshe Luchins -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. April Minutes

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Committee Member White

SECONDED BY: Committee Member McHenry

AYES:	White, Conaty, Benson, Hohn, McHenry, Nerbun, Fussell
ABSENT:	Johnson, Liljegren, Luchins

3) Redbud Festival Recap

Committee Member McHenry shared the positive feedback she received from one of the vendors. Committee Member Wirth said the face painter closed 10-15 minutes early and turned someone away. The Committee discussed the email received about the street being shut down. They suggested checking with DPW and the Police to make sure detour signs were set-up properly. Other comments received from Committee members were about it

being on Mother's Day weekend and some committee members not wanting to commit their time on that weekend, the weather being out of our control, not needing as big of a band, how the band was loud, weights needed for tents, and to stagger the food trucks on each side.

4) Review of Expenses

The Committee briefly talked about the stage cost for Taste of Mequon. Executive Assistant Enea said Kim Guibord was going to give her some names to further research lower prices. The Committee then discussed if having a beer garden to raise more money was worth the time involved. The Committee voted not to have one.

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Committee Member White

SECONDED BY: Committee Member Hohn

AYES:	White, Conaty, Benson, Hohn, McHenry, Nerbun, Fussell
ABSENT:	Johnson, Liljegren, Luchins

5) Next Meeting Date and Time:.

The Committee voted to move the next meeting from June 16 to June 23 due to numerous scheduling conflicts.

6) Adjourn

Committee Chair White moved to adjourn at 7:04 PM and Vice Chair Conaty seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant

Attachment: Festivals Mins 051925 (10449 : May Minutes)

Vendor	Participated in 2024	Participated in 2023	Liquor License	2025	Total \$
Artist/Craftsman Vendors					
A to Z Apothecary LLC	No	No		Pending	
As the Paw Turns	Yes	No		Yes	71.09
B. Divine Aromatherapy	Yes	No			
Beyond the Design LLC		Yes			
Black Birch	Yes	No			
Butterfly Kisses				Yes	118.48
C Squared Wood Products		No			
Created by Kimberly (Sew Weird)	Yes	Yes			
JLEE Studio - Wearable Art		Yes			
Danielle's Designs	Yes			Yes	118.48
Dog Gone Great LLC	Yes	Yes		Yes	71.09
Elegant Henna Tattoo	Yes	No		Yes	71.09
Frankie's				Maybe	
Full Circle Healing Farm at MNP		Yes			
Hiawatha Wood LLC		Yes			
Honey Down Farm		Yes			
Jen's Beadiful Pens	Yes	No			
Jen's Nifty Creations		Yes			
Jimmies Dog Gone Treats	Yes	Yes			
Lake Country Growers	Yes			Yes	118.48
Lee Lifestyle Design	Yes				
Mary Bryant's Country Kraft Boutique	Yes				
MB By Design		Yes			

Attachment: Taste of Mequon 2025 Vendors (10463 : Vendor List)

Prairie Junction Farms					
Shannon's Shop				Yes	71.09
The Prpl Swan	Yes	Yes		Yes	71.09
Tobin Jewelers	Yes	Yes		Yes	71.09
With My Whole Heart					
Total Artist/Craftsman Vendors	13	13		9	
Non-Food Beverage Vendors					
Advanced Wildlife & Pest Control	Yes	Yes			
Alliance Realty/Pet Pictures					
Alme Design Co.					
Alzheimer's Assoc. of Wisconsin		Yes			
Board & Brush	Yes	Yes			
Cricket Academy		Yes			
FIFTH-MAIN					
Fred Astaire Dance Studio	Yes				
Gathering on the Green/Froedert					
Hey Licorice Dude	Yes			Yes	142.18
Let's Celebrate	Yes	Yes		Yes	118.48
Kohler Credit Union (Sponsor)	Yes			Yes	
Mequon Community Foundation (Sponsor)	Yes	Yes		Yes	
Mequon Thiensville Chamber of Commerce	Yes	Yes			
M-T Education Foundation		Yes			

Attachment: Taste of Mequon 2025 Vendors (10463 : Vendor List)

Mequon Thiensville Historical Society	Yes	Yes		Yes	
Missing Links		Yes			
Christ Alone Evangelical Lutheran Church	Yes	Yes			
BE Martial Arts, LLC	Yes	Yes			
Renewal by Andersen					
Shorewest Realty	No				
Sovereign Select Insurance Solutions	Yes			Yes	379.14
StretchLab	Yes				
Knowledge Edge					
Little Sprouts Play Café		Yes			
Winkie's	Yes	Yes		Yes	118.48
MATC Mequon	No				
Mathnasium of Mequon	Yes	Yes		Yes	118.48
Total Non-Food/Beverage Vendors	15	15		8	
Food Beverage Vendors					
Appe Thai	Yes	Yes		Yes	236.97
Blue Cow Creperie		Yes			
MIL-WOK-EE Asian Street Food	Yes	Yes			
Café Hollander	Yes			Coming	

Attachment: Taste of Mequon 2025 Vendors (10463 : Vendor List)

Cinnamon & Honey Coffee Co.				Canceled	236.97
Cocos Famous Gyros*					
Cocoa Tree Confectionery (Gelato)		Yes			
Downtown Pizza	Yes			No	
Dr Dawg	Yes	No			
Flip's Mini Donuts*	Yes	No			
Foxtown Brewing	Yes	Yes			
Frankies Food Truck (Caribbean & BBQ)	Yes	Yes		Coming	
glaze, LLC	Yes	Yes		Yes	142.18
Happy Dough Lucky					
Immy's African Cuisine	Yes	Canceled			
Jandy's Base Camp*	Yes				
Julie's Blue Ribbon Cookies	Yes			Yes	142.18
Kha Sushi Land	Yes	Yes		Yes	142.18
La Empanada	Yes				
Lakeside Cookie Co.*	Yes				
LemonZello*	Yes				
Leonardo's Pizza	No	Yes			
Marco Pollo				Interested	
On the Block Burgers*	Yes			Coming	
Pete's Pops		Yes			
S & T Cuisine	Yes			Yes	236.97

Attachment: Taste of Mequon 2025 Vendors (10463 : Vendor List)

Say Cheese Curd Company	Yes	Yes			
Sendik's	Giving free samples	Yes		Yes	236.97
SIP MKE	Yes	Yes		Maybe	
Stilt House		No			
Strolling Donuts	Yes	Yes		Yes	142.18
Sunrise Acai Bowls	Yes	No		Yes	142.18
T. BEST Kettle Corn Co.		Yes			
That Taco Guy	Yes	Yes		Yes	236.97
The Ladle Lady	Yes	No			
The Nutman Company USA, Inc.	Yes	Yes		Yes	189.57
The Ruby Tap	Yes	Yes			
The Smokin' C's BBQ	Yes	No		Yes	236.97
Thiensville-Mequon Lion's Club	Yes	Yes	Yes	Yes	236.97
Tots on the Street	Yes	No		No	
Tropical Twist				Yes	142.18
Uyghur Grill	Yes	Yes			
Weathers Juice Lab (Ice Tea Spot)	Yes	No			
Wisconsin Fried Cheese Curds*	Yes			Yes	142.18
Yummy Bones		Yes			
Total Food/Beverage Vendors	33	27	1	14	4502.36

Attachment: Taste of Mequon 2025 Vendors (10463 : Vendor List)

Carrie Enea

From: Jingbo Liu <liujingbo@gmail.com>
Sent: Sunday, June 1, 2025 9:09 AM
To: Carrie Enea; admin criquetacademy.org; Jingbo Liu
Subject: Fwd: Taste of Mequon Response

Subject: China Lights 2025 – Fundraising Booth Request

Dear Carrie,

I hope all is well with you and your family.

Thank you for your generous support over the past 2–3 years in giving us the opportunity to participate in China Lights by selling discounted tickets as part of our school’s fundraising efforts. We are truly grateful for the continued partnership.

As the event season approaches again, I’d like to kindly follow up regarding our request. To recap:

- We are a nonprofit organization fundraising and have previously been located in the “Educational Booth” section with the vendor fee kindly waived.
- We plan to bring our own tents, tables, and chairs, as we have done in past years.

Could you please let us know how to begin the application process so your committee can start reviewing our request?

Once again, thank you so much for your continued support.

Warm regards,

Jingbo Liu, Ph.D.

Principal | Cricket Chinese Academy

☎ 614-805-1349

✉ liujingbo@gmail.com

P.S. If you’d like to learn more about our school, please visit our website:

<https://milwaukeechinese.org/cricket-academy/>

----- Forwarded message -----

From: Jingbo Liu <liujingbo@gmail.com>

Date: Fri, Jul 19, 2024 at 10:22 AM

Subject: Re: Taste of Mequon Response

To: Carrie Enea <cenea@ci.mequon.wi.us>

Carrie,

Thank you for your quick response!



Saturday, September 6, 2025
11:00 AM – 8:00 PM

**ARTIST/CRAFTSMAN/FARMER'S MARKET
JURY APPLICATION**
Application Deadline: August 15, 2025

VENDOR INFORMATION

Name of Vendor/Business:

A to Z Apothecary LLC

Name of Contact Person:

Antonella Aleman-Zentek

Phone # of Contact Person:

(262) 208-0534

Address:

11215 N. Riverland Road

City/State/Zip:

Mequon, WI 53092

(Required)

E-Mail:

aleman924@gmail.com

(Required)

Name of Emergency Contact Person:

Jeffrey Zentek

(Required)

Phone # Emergency Contact Person:

(414) 232-0748

VENDOR SPACE FEE

SPACE REQUIREMENT: (✓ appropriate space size)

Space Size	Before June 27	Check Appropriate Box (✓)	After June 27	Check Appropriate Box (✓)
10 X 10	\$75	X	\$125	
10 X 20	\$125		\$175	

Total Due \$75

Total Due _____

The vendor space fee is non-refundable.



All vendors must be setup by 10:30 AM



ARTIST/CRAFTSMAN/FARMER'S MARKET VENDOR GUIDELINES

- Set up is between 8:00 AM – 10:30 AM on the day of the festival. Setup is not permitted prior to 8:00 AM. Only one vehicle is allowed per vendor on the street for setup. A parking pass will be mailed two weeks prior to the event. Other detailed instructions for load-in and set-up will be emailed approximately one week prior to the
- ➔ • **All vendors must be setup by 10:30 AM.**
- Booths must be staffed from noon to event close at 8:00 PM. At the conclusion of the event, all trash must be placed in containers provided and the space left in the same condition as it was prior to setup.
- Vendors must provide their own tent, tables, and chairs. Appropriate dress is required, shirts and footwear must be work at all times.
- All vendors are responsible for liability within their space as well as any loss, theft, or damage. Vendors are responsible for their own insurance.
- One electrical outlet is provided complimentary to all vendors. Additional may be available for \$25/each. Please inquire if needed.
- Payment is due in full at time of application.

S-240 Wisconsin Temporary Event Operator and Seller Information

Sellers at Temporary Events

Wis. Stat. § 73.03(38) requires an operator of a temporary event to obtain information from sellers selling merchandise or services at a temporary event, including those whose sales may be exempt from sales tax.

Please complete the "Seller" portion of the enclosed Form S-240 Wisconsin Temporary Event Operator and Seller Information provided, sign and date the form and submit with the event application.

Inclement Weather

If inclement/severe weather is predicted for the day of the event, a cancellation announcement will be posted on the City of Mequon's website (www.ci.mequon.wi.us) by 6:00 AM on the morning of the event. To hear a recorded message of the event cancellation, call (262) 236-2941.

An alternate event date will not be provided due to inclement weather.

Approved: January 13, 2025

APPLICATION CHECKLIST

Please review the list below to ensure you have all the required information before submitting the application. (✓)

- ✓ Completed application
- ✓ Provide 3 pictures of items that applicant will be selling and 1 of booth space setup
- ✓ Check for space fee (payable to City of Mequon)
- ✓ Completed S-240 Wisconsin Temporary Event Operator and Seller Information
- ✓ Completed Release and Hold Harmless for Vendor Form

SEND COMPLETED APPLICATION AND FORMS TO:


Mequon City Hall
 11333 N. Cedarburg Road
 Mequon, WI 53092
 Attn: Carrie Enea, Executive Assistant
 Fax: 262-242-9819
 E-Mail: cenea@ci.mequon.wi.us

Questions? Please call Carrie Enea, Mequon City Hall (262) 236-2941. Applicant will receive an email within 14 business days of submittal if their application has been accepted.

The undersigned applicant agrees:

- 1) To adhere to the *Taste of Mequon* guidelines as provided in the artist/craftsman vendor information.
- 2) To agree to bear all risk and expense for any loss, theft or damage to my personal property or injury to my person, regardless of cause.
- 3) I agree to be photographed or videotaped for promotional purposes.

I have read and agree to the *Taste of Mequon* event terms and conditions.

Signature:  Date: 5/20/25

For Office Use Only:

Date Application Received: _____ Date Vendor Space Fee Paid: _____

Date Release and Hold Harmless For Vendor-Participants Form Received: _____

Date Form S-240 Wisconsin Temporary Event Operator and Seller Information Received: _____

Emergency Information Recorded: _____

Approved: January 13, 2025

City of Mequon • 11333 N. Cedarburg Road • Mequon, WI 53092

Attachment: A to Z Apothecary Application (10469 : A to Z Apothecary)

Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.

Instructions on reverse side.

E V E N T O P E R A T O R	<p>PART A: Event Information: To be completed by the operator of the temporary event</p> <p>1. Name of Temporary Event <u>TASTE OF MEQUON</u></p> <p>2. Date(s) of Temporary Event <u>SEPTEMBER 6, 2025</u></p> <p>3. Location of Temporary Event (e.g., Venue, City) <u>MEQUON, WI</u></p> <p>PART B: Operator Information: To be completed by the operator of the temporary event</p> <p>1. Name and Address <u>CITY OF MEQUON</u> <u>11333 N. CEDARBURG ROAD, WI 53092</u></p> <p>2. Daytime Telephone Number <u>(262) 236-2941</u></p> <p>3. Email Address <u>cenea@ci.mequon.wi.us</u></p> <p>4. Wisconsin Tax Account Number <u>0 3 6 - 1 0 2 0 4 2 1 1 8 6 - 0 4</u> If blank, check appropriate box: <input type="checkbox"/> No Taxable Sales <input type="checkbox"/> Exempt under Occasional Sales Rule <input type="checkbox"/> Exempt Nonprofit Organization <input checked="" type="checkbox"/> Other - Explain: <u>EXEMPT LOCAL GOVERNMENT</u></p>
S E L L E R	<p>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</p> <div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 10px;"> THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT - SEE INSTRUCTIONS </div> <p>1. Legal Name <u>Antonella Aleman-Zientek</u></p> <p>2. Business Name <u>A to Z Apothecary LLC</u></p> <p>3. Address (Street or Route) <u>11215 N. Riverland Road</u></p> <p>4. City, State and Zip Code <u>Mequon, WI 53092</u></p> <p>5. Home Telephone Number <u>(2) 208-0534</u> Business Telephone Number <u>(2) 238-3112</u></p> <p>6. Wisconsin Tax Account Number <u>6 0 0 - 1 0 3 2 1 1 7 4 1 8 - 0 3</u></p> <p>7. Social Security Number <u>X X X - X X - 8 3 9 3</u></p> <p>8. Federal Identification Number (FEIN) <u>X X - X X X 9 4 9 2</u></p> <p>9. Check one box indicating the type of activity you intend to engage in at this event: <input checked="" type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Display Only <input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Exempt under Occasional Sales Rule <input type="checkbox"/> Direct Sellers, Company Name _____ <input type="checkbox"/> Nonprofit Organization</p>

I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Print Name: Antonella Aleman-Zientek
 Signature: [Handwritten Signature]

Date: 5/23/25

Information about temporary events, including forms, instructions and Common Questions can be found on the Department of Revenue's website at revenue.wi.gov/html/temevent.html. If you have additional questions, please contact the Department of Revenue by email at DORBusinessTax@revenue.wi.gov or telephone at (608) 266-2776. See reverse side for submission instructions.

**** Do not email event reports to maintain confidentiality of seller information ****

Attachment: A to Z Apothecary Application (10469 : A to Z Apothecary)



Attachment: A to Z Apothecary Application (10469 : A to Z Apothecary)



Attachment: A to Z Apothecary Application (10469 : A to Z Apothecary)

Quote ID# 45674341

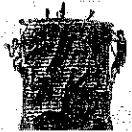
\$ Prices

Subtotal	\$2,749.00	
Delivery Fee		
	\$110.00	
Tax	+\$157.25	<i>\$ 2859 Total</i>
Total	\$3,016.25	

📅 Event Information

Event Name		Start	12:00pm Sat, Sep 6, 2025
Organization	Taste of Mequon	End	6:00pm Sat, Sep 6, 2025
Address	11333 N Cedarburg Rd Mequon, WI 53092	Tax Exempt	No
Surface		Delivery Type	Drop-Off
Referral		Adult Supervis...	0
		Number of Gue...	

Rentals



Portable Climbing Wall 1 - \$1,149.00



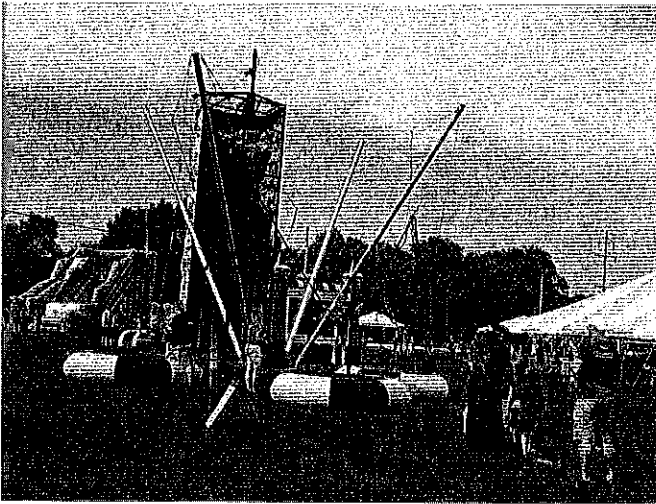
3 Trampolines 1 - \$1,600.00

📞 Contact Information

First Name	Carrie	Home Phone	
Last Name	Enea	Office Phone	
Address	11333 N Cedarburg Rd Mequon, WI 53092	Cell Phone	(262) 236-2941
Email	cenea@cityofmequonwi.gov	Fax Number	
		Coupon	

Attachment: Rock Wall and Trampolines (10466 : Climbing Wall & Trampoline)

0 items



3 Trampolines



\$1,000.00 for 3 hours

\$1,600.00 for 6 hours

\$2,800.00 for 2 days

Add to Cart

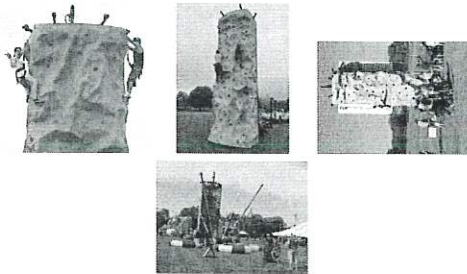
Product Information:

FEATURES

- Take your event to the next step with our 3 Trampolines. Our safe harnesses are connected to a auto belay system. You can jump and flip with ease in way you can't on your own. Together the portable climbing wall and trampoline are a perfect event combo.

Attachment: Rock Wall and Trampolines (10466 : Climbing Wall & Trampoline)

0 items



Portable Climbing Wall

☆☆☆☆☆ [See Reviews](#)

\$699.00 for 3 hours

\$1,149.00 for 6 hours

\$1,725.00 for 2 days

Add to Cart

Attachment: Rock Wall and Trampolines (10466 : Climbing Wall & Trampoline)



Interactive Games for Northern Illinois & Southern Wisconsin Events

OUR INVENTORY

Engaging Interactive Game Rentals - Hands-On Fun with Blondin's Bouncin Inflatables!

Take your event to the next level with Blondin's Bouncin Inflatables' interactive game rentals! Ideal for parties, team-building events, and community gatherings, our interactive games provide endless entertainment and friendly competition for guests of all ages. Choose from a variety of exciting options, including bungee run, giant jenga, axe throwing, sports challenges, carnival games, and more. Each game is designed for safety, professionally installed, and available throughout Rockford, Chicago, Madison, Milwaukee, and surrounding areas. Discover our interactive game selection and book today to create an awesome hands-on experience at your event!

CLICK ANY UNIT FOR DESCRIPTION AND DIMENSIONS!

Search Available Items [SEARCH >>](#)

Sticky Soccer Darts



ADD TO CART

\$345.00
 100.00 Travel fee
 100.00 Location fee

\$545 Total

Setup Area: 22'L x 12'W x 17'H

Actual Size: 20'L x 10'W x 15'H

Outlets: 1

Description

Soccer darts, the newest sporting craze gaining national attention, is BIG fun for everyone! What is it? It's literally a giant bulls-eye target made of velcro where players kick a velcro-covered ball to collect points. It's darts you can play with your feet. The Soccer Darts inflatable is very popular so make sure to reserve it today!

Attachment: Soccer Darts (10465 : Soccer Darts)

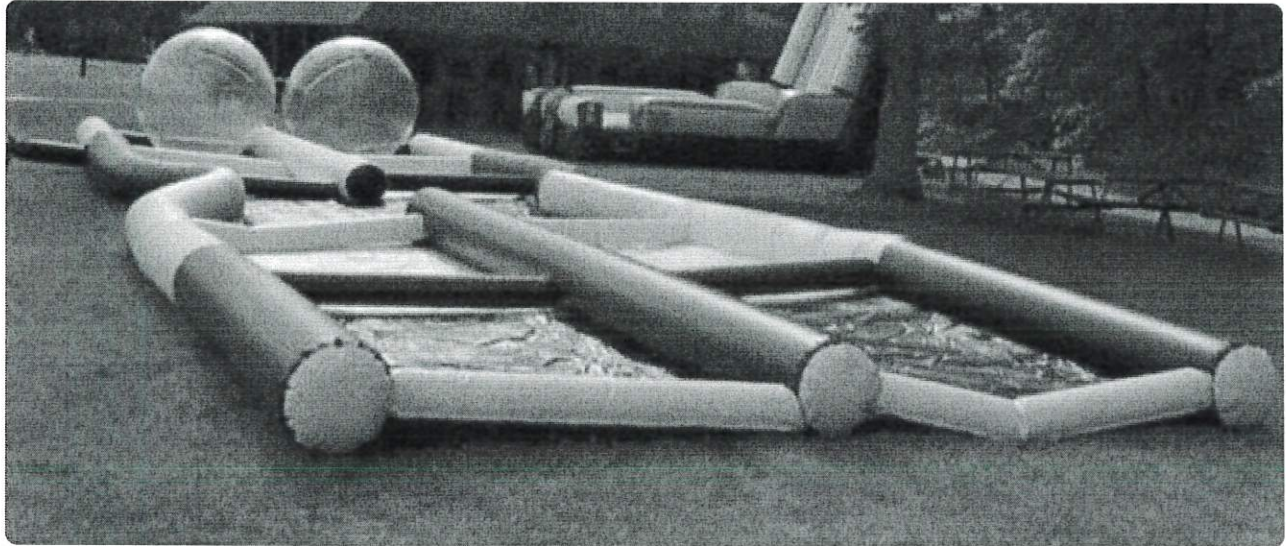




Search Items

(TEL://262-683-7650)

HAMSTER ROLL W/TRACK



~~\$~~ **\$200.00**

ADD TO CART

DESCRIPTION

This is an interactive game

2 Giant balls that you step in and race on the track against someone

Attachment: Hamster Roll (10467 : Hamster Roll)



(<https://www.facebook.com/jumpnjax.98/>)

From: [Will Branch](#)
To: [Carrie Enea](#)
Subject: Re: Taste of Mequon on 9/6
Date: Friday, June 13, 2025 1:39:15 PM
Attachments: [image001.png](#)

Hello Carrie,

Good to hear from you - thank you for getting in touch!

We have a lot of availability on that day. Our typical fee for a single set is \$400. Please let me know if that will work for you.

All the best,

Will Branch
<http://www.foxandbranch.com>

On Fri, Jun 13, 2025 at 11:33 AM Carrie Enea <CEnea@cityofmequonwi.gov> wrote:

Hi Will,

I saw you perform today at the Weyenberg Library and it was great! I think you would be a great addition to our Children’s stage at Taste of Mequon on Saturday, September 6. The festival runs from 11am-8pm, so I would have several one-hour time slots for you to pick from depending on your schedule that day. Please let me know what your availability and cost looks like for that day.

Thank you,

Carrie



Carrie Enea

Executive Assistant - Communications

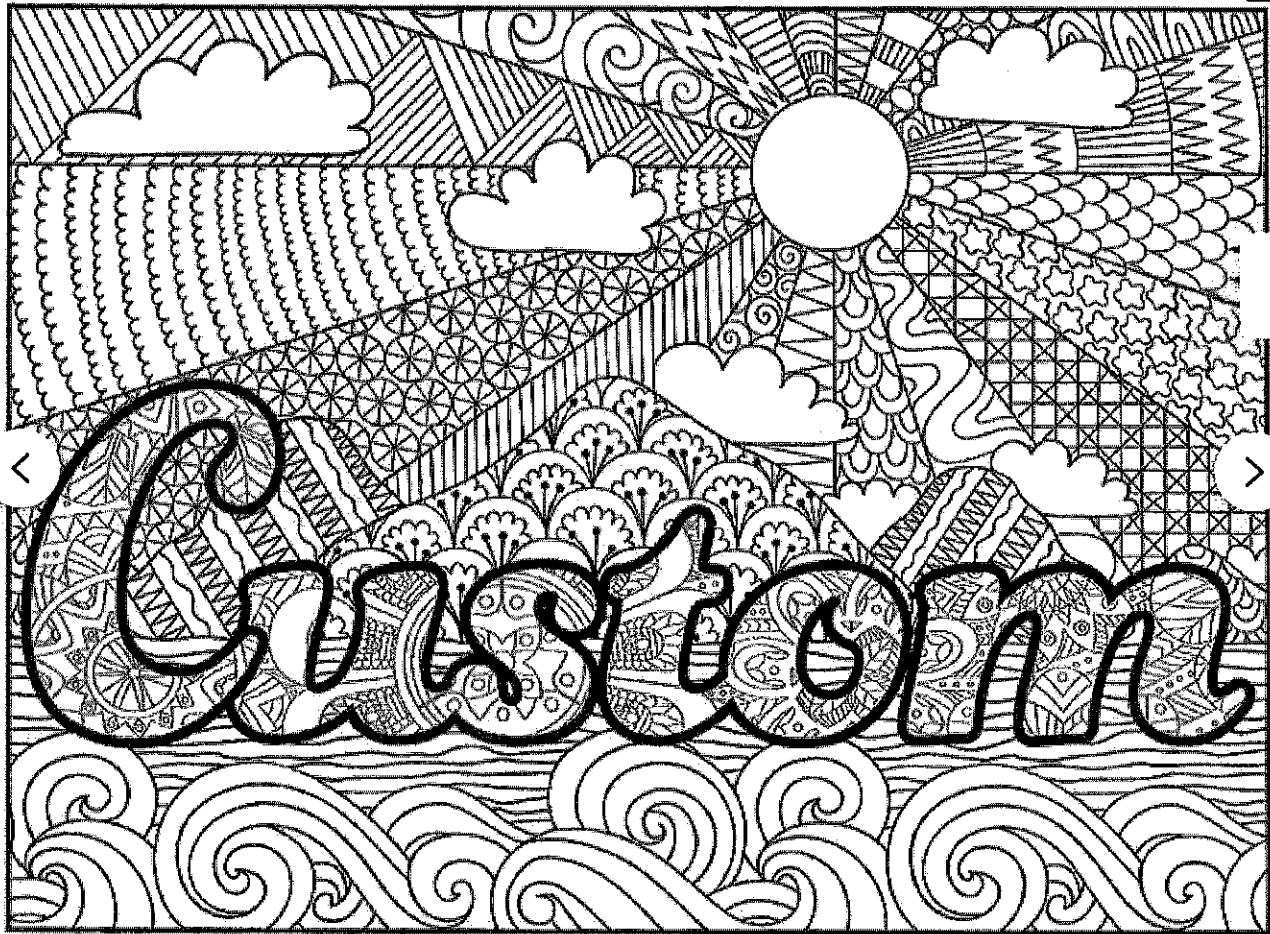
City of Mequon

11333 N. Cedarburg Rd. | Mequon, WI 53092

262-236-2941 | cenea@cityofmequonwi.gov

[City Website](#)

Attachment: Will and Branch (10448 : Fox and Branch)



[Report this item to Etsy.](#)

\$46.40

Custom Coloring Poster, Make Your Own Coloring Poster, Landscape Coloring Poster, Create Your Own Coloring Poster

SignSolutionsShop

★★★★★



Arrives soon! Get it by Jun 23-26 if you order today

Dimensions

55" x 41"

Packaging Options

Folded for shipping

Add your personalization

Enter the Word you want on your poster. You can do multiple words, but keep in mind the words will take up more space if there are a lot of them. I prefer not to do all caps because I don't think it looks as nice. Enter the words as you want them to look.

Mequon

250

Add to cart

Add both to cart

See more items

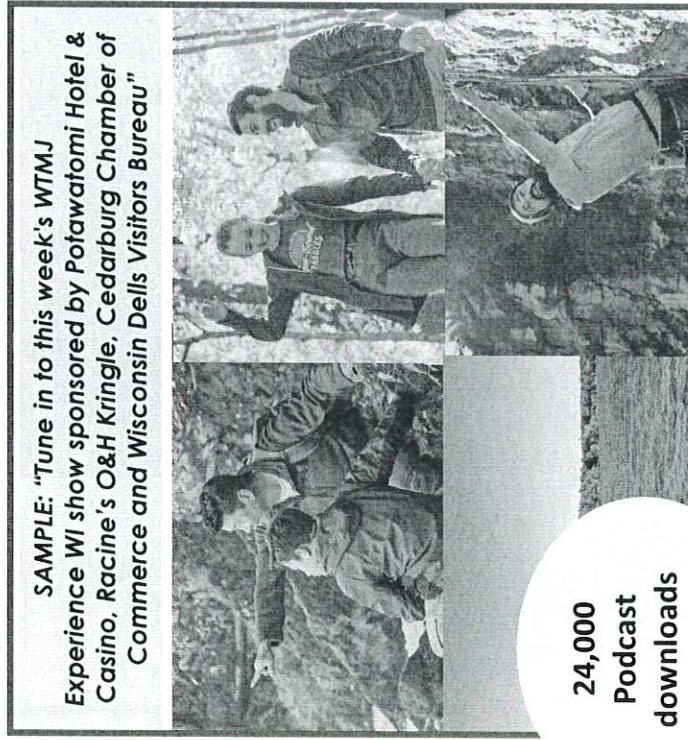
Attachment: Coloring (10470 : Coloring)

WTMJ'S EXPERIENCE WI SHOW APPEARANCE

Utilize WTMJ radio to share stories of Wisconsin's travel destinations, attractions, and events on the **WTMJ Experience WI Show with John Mercure, Saturday afternoons on WTMJ Radio!**

SHOW APPEARANCES INCLUDE: \$975 - \$3,900

- Each appearance is (1) 5-7 minute pre-recorded segment with spokesperson and host of Wisconsin's Afternoon News, John Mercure.
- (10) shared promotional announcements the week leading up to each appearance
- Optional commercial schedule (20) M-F 6a-7p throughout the month of your appearance
- Podcast archive of your segments on WTMJ.com Experience WI page
- Optional 25,000 ROS display ad impressions on WTMJ.com during the month of each appearance



24,000
Podcast
downloads
in 2024

GOOD KARMA BRANDS

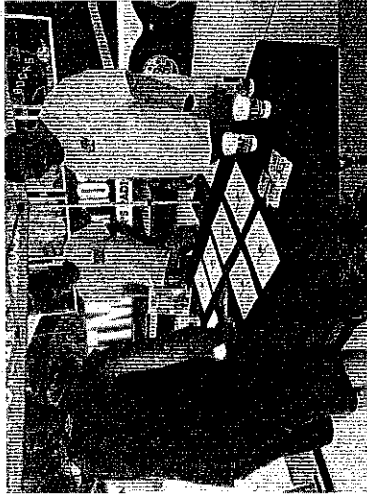
EST. 1997



is intention is to host 52 weekly segments; however, due to breaking news and sports broadcasts, these could be pre-empted. WTMJ will do it's best to make good; programming schedule permitting.

STREET TEAM WITH CALLBACKS

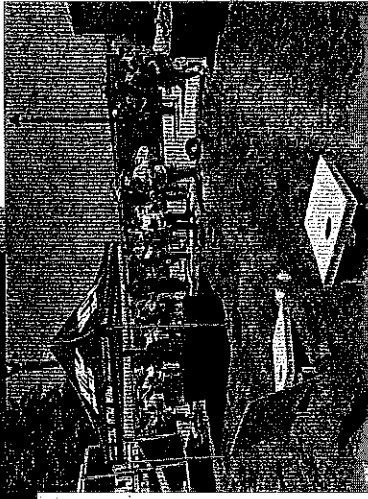
Newsradio 620 WTMJ to provide an engaging street team **giving away prizes and interacting with fans** as well as an **on-air talent to conduct call-ins** to the station to **promote the experience**. Opportunity for **interviews** included in the callbacks on-site.



STREET TEAM WITH CALLBACKS INCLUDES:

- (1) **2-hour live street team** with WTMJ signage, WTMJ Street Team and WTMJ Host (TBD depending on two hour timing)
- (20) **:30 promotional announcements** leading up to event to promote WTMJ on-site and spreading awareness
- (5) **promotional live liner mentions** leading up to the event by the WTMJ Host in local programming promoting the appearance on-site
- (4) **:60 second call-ins** during the 2-hour remote (2) per hour
- (1) **social media post on-site** from the WTMJ account with partner tag
- Talent Fee Included of \$250 (net)

\$ 2,500



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