Sponsorship Opportunities for
A PURPOSEFUL Fundraiser for Phase II
of The Innovations and Wellness Commons

Featuring Guest Speaker Mary Pattillo, Ph.D.
Professor of Sociology and African American Studies at Northwestern University and Author of Two
Award-Winning Books on the Black Middle Class

Friday, June 2, 2017 • 6:00 pm – 9:00 pm
MSOE Grohmann Museum - Rooftop Sculpture Garden
1000 N. Broadway • Milwaukee, WI 53202
In the event of inclement weather, the fundraiser will hold on the museum’s 1st floor.

Plus Pre-Event Private Reception for Major Sponsors
with Dr. Pattillo and special guest DeAndre Levy of the Detroit Lions

Friday, June 2, 2017 • 4:00 pm – 5:30 pm
MSOE Grohmann Museum - 3rd Floor

Find out how to become a PURPOSEFUL sponsor by visiting walnutway.org/the-commons or contacting
Nancy Ketchman, event coordinator, at 414-305-6923 or nancyketchman@gmail.com.

The Innovations and Wellness Commons is a catalytic, community-driven multi-use commercial development
that is driving the economic and environmental revitalization of
Milwaukee’s Lindsay Heights neighborhood.
As a PURPOSEFUL sponsor, you will receive:

1. Exposure to Lindsay Heights businesses and residents, residential and commercial real estate developers, and community stakeholders.
2. Opportunity to meet with Walnut Way’s major academic and foundation partners.
3. Community recognition as a supporter of innovative and transformative commercial and community investment.
4. Additional benefits per level of sponsorship outlined below.

SPONSORSHIP OPPORTUNITIES

- $30,000 Visionary (Presenting Sponsors)
- $20,000 Innovator
- $15,000 Collaborator
- $12,500 Stakeholder
- $7,500 Steward

PROGRAM AD OPPORTUNITIES

- $750 FULL PAGE COLOR (PAGE SIZE: 11" X 8.25")
- $500 HALF PAGE COLOR (PAGE SIZE: 5.5" X 8.25")
- $250 QUARTER PAGE COLOR (PAGE SIZE: 5.5’ X 4.125”)

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Visionary $30,000</th>
<th>Innovator $20,000</th>
<th>Collaborator $15,000</th>
<th>Stakeholder $12,500</th>
<th>Steward $7,500</th>
<th>Partner $5,000</th>
<th>Benefactor $3,000</th>
<th>Mentor $2,000</th>
<th>Neighbor $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of Walnut Way’s Phase II Rooftop Garden for private event (up to 130 guests)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of Walnut Way Neighborhood Center for private event (up to 40 guests)</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo included on the Save the Date, Invitation</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition at Pre-Event Private Reception</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on the Donor Wall in the Lobby of Phase II</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on event program and multimedia presentations</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on Walnut Way website and social media</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Tickets to Pre-Event Private Reception with Dr. Mary Pattillo and DeAndre Levy of the Detroit Lions. (40 tickets available on first come, first serve basis)</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets to the Fundraising Event</td>
<td>12</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Find out how to become a PURPOSEFUL sponsor by visiting walnutway.org/the-commons or contacting Nancy Ketchman, event coordinator, at 414-305-6923 or nancyketchman@gmail.com.
April 2017

Dear Business Owner,

Two years ago, the nonprofit neighborhood organization Walnut Way Conservation Corp. transformed a shuttered building on N. 16th St. & W. North Avenue into the sparkling new home for four local food-related businesses: The Juice Kitchen, Food Fondy Center, Outpost Natural Foods Learning Center, and a commercial kitchen for Milwaukee Center for Independence. Today, this building – Phase I of The Innovations and Wellness Commons – bustles with customers near and far seeking fresh, delicious juice from The Juice Kitchen and locally handcrafted products and food items available each Saturday at the Outpost Makers Market.

Phase I is the first of a two-phase development driven by Walnut Way and community stakeholders to revitalize the commercial corridor of W. North Avenue, create sustainable jobs, and place access to health and wellness services, particularly healthy food, within walking distance of Lindsay Heights residents. The $2.9 million Phase I was fully funded using an innovative, cooperatively based funding model that used a combination of philanthropy, federal and state grants, and community funding. In other words, it was funded by residents and community partners like yourself.

Today Walnut Way is moving forward on Phase II: a $4.2 million 11,500 sq. ft. new building adjacent to Phase I. The second phase of The Commons will create a hub of like-minded tenant-partners who will offer entrepreneurial and workforce development, integrative health and wellness services, STEM learning opportunities, and a casual café and event space(s) that foster community engagement.

To celebrate the launch of Phase II, Walnut Way is inviting you to join us as a sponsor for a PURPOSEFUL fundraiser on Friday, June 2nd, 2017 6:00 pm – 9:00 pm at MSOE’s Grohmann Museum. The fundraiser is designed to close the gap on the remaining $1.1 million left to reach our overall goal of $4.2 million goal and begin construction. Featured speaker Mary Pattillo, PhD of Northwestern University will speak about the historical and contemporary strengths of Black neighborhoods like Milwaukee’s Lindsay Heights and collective efforts to celebrate and build on those strengths. Attendees include prominent real estate developers, academic and foundation executives, community partners, and neighborhood residents and business owners. The event will include complimentary appetizers, desserts, and cocktails. The event will also include a silent auction and a live auction for the naming rights to the new rooftop garden and community space atop the new Phase II.

We hope you will support this unique event by becoming a PURPOSEFUL sponsor. For major sponsors, we have arranged a very special pre-event private reception featuring Dr. Pattillo and special guest DeAndre Levy of the Detroit Lions. DeAndre grew up in Milwaukee and is a major donor to The Commons. The private reception takes place 4:00 pm – 5:30 pm in the Grohmann Museum.

Enclosed is a detailed list of sponsorship opportunities and benefits. Please note that we must receive your completed sponsorship form and check by Friday, May 19th to include you in promotional materials and media outreach. Additionally, the private reception is limited to 40 people and space will be allocated on a first-come, first-served basis. If you have any questions, please contact Nancy Ketchman, event coordinator at 414-305-6923 or nancyketchman@gmail.com.

Thank you and we look forward to you joining us as a PURPOSEFUL supporter of this catalytic development.

Sincerely,

Bob Arzbaecher
Chair, The Commons Capital Campaign Committee

Fran Dawso
Acting Executive Director, Walnut Way Conservation Corp.
CATEGORY SPONSOR (Select one)

- $30,000 Visionary (Presenting Sponsors)
- $20,000 Innovator
- $15,000 Collaborator
- $12,500 Stakeholder
- $7,500 Steward

- $5,000 Partner
- $3,000 Benefactor
- $2,000 Mentor
- $1,000 Neighbor

Contact Name: ________________________________________________________________
Email: ________________________________________________________________
Company: ________________________________________________________________
Website: ________________________________________________________________
Street Address: ________________________________________________________________
City: ____________________________ State: _______ Zip: _______________________
Phone: ____________________________ Fax: ____________________________

☐ I am donating a product or service to the PURPOSEFUL Fundraiser (in-kind contribution). Please describe:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Approximate in-kind value: ___________________________________________________

PAYMENT INFORMATION
Please mail completed sponsorship form and a check made payable to Walnut Way Conservation Corp. to:
Walnut Way Conservation Corp.
1836 W. Fond du Lac Avenue
Milwaukee, WI 53205

Submit check and sponsorship form by Friday, May 19th to be included in promotional materials and media outreach. Also, please email your logo in a .jpeg or .png file to info@walnutway.org for inclusion in promotional materials as well as the website address you’d like your organization to be linked to in our social media promotions. Only 40 tickets are available to the private Pre-Event Reception with Dr. Pattillo and DeAndre Levy of the Detroir Lions. Tickets awarded on a first-come, first-serve basis to major sponsors only. (Please see Sponsorship Benefits form.)

Any questions? Please call Nancy Ketchman, PURPOSEFUL event coordinator, at 414-305-6923 (cell) or email: nancyketchman@gmail.com.