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Sun Prairie BID announces Downtown is Open Celebration fundraiser event

The Sun Prairie Downtown Business Improvement District (BID) would like to announce that it is hosting a Downtown is Open Celebration fundraiser on Saturday October 20 from 4:00-9:00PM. The premise of the event is to encourage everyone to visit Downtown Sun Prairie to support businesses that are open and within close proximity to the disaster explosion site that occurred on July 10. Net proceeds from the event will be donated as follows: 50% to the Sun Prairie Disaster Relief Fund, and 50% to support the Downtown BID's Beautification efforts.

The event will be located on the 200 E. Main Street block of Downtown Sun Prairie. The 200 E. Main Street block will be closed at Church and Market Streets, and at Columbus and King Streets to traffic during the event for Street Vendors to set up pop-up spaces. Street Vendors will consist of local restaurants and retail shops. Three local bands have agreed to perform at no charge for the event, and include: 3 Miles Away, Gina and the GLDs, and Rufus. The Sun Prairie Lions Club will provide bartending services and help in a variety of volunteer positions. The BID is partnering with Wisconsin Distributors to provide beer for this event. A variety of beer will be on tap, including the limited-run special release Potosi Sun Prairie Strong Pils.

The Presenting Sponsor of the event is the Bank of Sun Prairie. When asked about the sponsorship, Bank of Sun Prairie President and CEO Jimmy Kauffman said, "We are very proud to partner with our local businesses and be a part of the resilient downtown area. This event is about moving forward, together, which has us excited about the future of our community."

Other sponsors include: Event Sponsor Eddie's Alehouse and Eatery, and Friends of Downtown Sponsor The Country Plumber Inc.

The deadline for Event Sponsorships and Street Vendors is September 28. Event Sponsorships are \$1,000.00; in-kind donation sponsors will be listed as a Friend of Downtown Sponsor. In-kind donation sponsors are needed for such items as stage and sound needs, event rentals, and event promotion. The fee for Food Vendors to participate is \$150.00; the fee for Retail Shops to participate is \$75.00. If you or your business is interested in sponsoring the Downtown is Open Celebration event or participating as a Street Vendor, please contact BID Manager Colleen Burke at cburke@cityofsunprairie.com no later than September 28.

Sun Prairie Downtown Business Improvement District

For immediate release, 9/18/2018



The intent of all BID-sponsored activities and events is to bring awareness to the variety of unique shops, specialty services businesses, and restaurants and bars that are located in Downtown Sun Prairie, and encourage event participants to visit Downtown Sun Prairie again soon.

Follow us on Facebook at Downtown Sun Prairie for information about events and updates!

www.facebook.com/downtownsunprairie

Downtown Sun Prairie... we're having fun down here!

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