



COMMUNITY PARTNERSHIP PROGRAM

NONPROFIT ORGANIZATIONS





RETURN ON COMMUNITY THROUGH NONPROFIT PARTNERSHIPS



NONPROFIT PROGRAM OVERVIEW AND FRAMEWORK



In partnering with ROC to share the family-friendly stage at Milwaukee Milkmen and MKE Wave games, nonprofit organizations are provided a multi-faceted approach to fundraise for their programs & services



PROGRAM DETAILS

PROMOTE

to followers, supporters, donors, volunteers, employees, corporate partners

NURTURE

interest in cause at stadium to create awareness of mission & services

ENGAGE

on game day to build relationships, and expand volunteer & donor network

PARTNER

to build on momentum from event & plan for future collaboration



MILKMEN STADIUM

CAPACITY 4,166

LOCATION
7035 S BALLPARK DR
FRANKLIN, WI 53132

TICKET PRICES
PASTURES \$9
DUGOUT \$13
SCOUT \$17



25-34:	27%
35-44:	24%
45-54:	17%
55-64:	21%
65+:	11%



🎵 **LIVELY ENTERTAINMENT** | **FREE PARKING**
COMFORTABLE CONCOURSE | 🍷 **AFFORDABLE CONCESSIONS**
 LEINENKUGEL'S | 🏟️ **PICTURE PERFECT FIELD** | **FRIENDLY PLAYERS**
HOP YARD | 🎫 **INEXPENSIVE TICKETS** | **BETWEEN INNING FUN**



PARTNERSHIP PROGRAM TOOLKIT

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DRIVING PARTNERSHIP RETURN THROUGH COLLABORATION

1 Set *Attendee Goal* & select game *Date*

2 Broadcast 'Save the Date' to network

3 Collaborate on *Matching Partner*

Go-Live with online ticket sales

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5 Coordinate *Volunteers*

Prepare *Collateral & Giveaways*

6

7 Track *Attendees vs. Goal*

8 Attend game day *Prep Session*

9 Arrive early to *Setup* for the game

Debrief on results from fundraiser, key takeaways, and lessons learned for next event in partnership

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PARTNERSHIP VALUE PROPOSITION

INCLUSIONS	PLATINUM	GOLD	SILVER
Ticket Fundraising	•	•	•
<i>Sales Goal</i>	200	100	15+
Auction Donations (<i>Tickets, Gift Basket</i>)	•	•	•
Awareness Building (<i>Game Interview</i>)	•	•	
Matching Corporate Donation(s)	•	•	
Donation Station (<i>Ball Toss Sales</i>)	•	•	
50/50 Raffle Donations (<i>With Proper License</i>)	•	•	
Concession Stand Proceeds	•		
PROJECTED PARTNERSHIP RETURN	\$5,000	\$2,000	\$50-200



GAME DAY VOLUNTEER INFORMATION

COORDINATION

- Volunteers asked to arrive 120-minutes prior to game time
- Upon arrival at the stadium, head to Group Check-In table
- Milkmen staff will take nonprofit point of contact to concourse table to setup
- Tickets for volunteers will be at Will Call under point person's name

STAFFING

- **Concourse Table** (2 people): Interact with fans stopping by, providing information about your organization, programs, services, and any upcoming events
- **Ball Toss Game** (2 people): Sell the Ball Toss Game to fans by going around the stadium
- **50/50 Raffle** (given license) (2 people): Encourage fans to purchase raffle tickets by going around the stadium
- **Portable Concessions*** (6): Work 2-3 portable food & beverage locations throughout concourse

* *Platinum only*



MAXIMIZING YOUR FUNDRAISER

FIRST STEPS

- Set attendee goal
- Determine game date
- Share logo & brand standards
- Broadcast 'Save the Date'
- Begin matching partner pursuit
- Go-Live with ticket sales
- Coordinate volunteers
- Track sales vs. goal
- Prepare collateral & giveaways
- Touch base weekly last month to track group size vs. goal
- Attend game day prep meeting
- Setup 120-minutes prior to game
- Debrief on fundraiser

CONTACTING ROC THROUGHOUT YOUR PARTNERSHIP



COMMUNITY PARTNERSHIP TEAM

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414.224.9283



FOUNDATION

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**THANK
YOU!**

Now more than ever, we recognize the crucial role nonprofit organizations play in our community. We are proud to partner with you to raise awareness of your mission and funds for your programs & services during these challenging & uncertain times.