

Greetings from
KENOSHA
 2024



**JOIN US FOR THE
 8TH EDITION OF KENOSHA'S
 OWN COLORING BOOK**

**NOW FEATURING SPONSORSHIPS FOR
 KENOSHA BOOK FESTIVAL
 & THE BRAND NEW
 KENOSHA COMIC CON!**

Studio Moonfall, Wisconsin's all-ages book publisher of illustrated adventures and more, wants to draw your business!

Full of custom illustrated coloring pages of businesses throughout Kenosha County, the Color of Kenosha coloring book series is the most creative way to reach your customers, providing a fun way for them to spend time with your business between visits.

For the 2024 edition of this cartoonified collection of Kenosha's favorite places, Studio Moonfall is making this advertising opportunity even better by bringing in sponsorships to two huge new community events - the Kenosha Book Festival and Kenosha Comic Con!

Here's what you'll get when you join the 8th edition of the Color of Kenosha series:

- Artwork designed by Kenosha author/illustrator Donovan Scherer of Studio Moonfall.
- A printable file and web link for your coloring page that you can share.
- Social media graphics, poster, and display to promote/sell your copies of the book to FULLY recoup the cost of signing up (plus make a profit). The 2024 edition will sell for \$15 MSRP.
- 4 Complimentary Passes to the Kenosha Comic Con

\$495 includes 40 copies (\$12.375 per book, \$600 retail value)
 Additional copies \$7.50 each

Early Bird Discount - Save \$50 when you sign up by December 15th, 2023
Return Business Discount - Save an additional \$50 if you've been in ANY of the previous Color of Kenosha books

The Color of Kenosha 2024 Edition will feature up to 100 local businesses, non-profits, and more with a launch around April/May 2024 and a bigger print run than we've ever done before. Signups are first come, first served, so join the most fun way to promote your business today!

**STUDIO MOONFALL
 CONTINUES TO GIVE YOU
 A GREAT ADVERTISING
 OPPORTUNITY THROUGH
 PARTICIPATING IN THE
 COLOR OF KENOSHA
 COLORING BOOKS.
 FOR 2024 YOU CAN SCORE
 EVEN MORE WITH YOUR
 ADVERTISING DOLLARS BY
 PARTICIPATING IN KENOSHA
 BOOK FESTIVAL AND
 KENOSHA COMIC CON
 SPONSORSHIPS!**

**FOR MORE INFORMATION, ANY QUESTIONS
 REGARDING THE NEW SPONSORSHIP
 OPTIONS, AND TO SIGN UP FOR 2024:**

**CONTACT DONOVAN SCHERER AT
 STUDIO MOONFALL - 5031 7TH AVENUE**

**HELLO@STUDIOMOONFALL.COM
 262-945-5055**



LET'S COLOR KENOSHA'S FAVORITE PLACES!
WWW.LETSCOLORKENOSHA.COM



KENOSHA BOOK FESTIVAL



Kenosha Book Festival 2024 Sponsorships

The Kenosha Book Festival is a summer book festival happening on the 4th Sundays of the month from April to September at Studio Moonfall. We feature approximately 20 local authors, food trucks, and thousands of \$1 used books at each event.

Each month, Studio Moonfall will be hosting a coloring contest where participants can use artwork from any of the past Color of Kenosha coloring books or the upcoming edition. Sponsors will have their pages featured throughout the event season to encourage participants to use them for the contests.

Sponsors will also be featured in a collectible Seasonal Event Program that will include author autograph pages so event attendees will want to hang on to them and collect autographs throughout the summer.

4th Sundays at
Studio Moonfall
from April thru
September

April 28
May 26
June 23
July 28
August 25
September 22

100% of proceeds
of Used Book
Sales benefit our
Little Library Fund!

TIER 1	TIER 2	TIER 3
<p>Color of Kenosha 2024</p> <ul style="list-style-type: none"> • Custom illustration for the 2024 edition of the Color of Kenosha • 40 copies of the book once it is published (April/May 2024) • All additional benefits listed on front page <p>• Full Page Advertisement in Kenosha Book Festival Season Program Booklet</p> <ul style="list-style-type: none"> • 8 passes for the Kenosha Comic Con • Your business as part of the headline for our print and online marketing (XXX and XXX present Studio Moonfall's Kenosha Book Festival) • Feature your Color of Kenosha artwork/ coloring page for a MONTHLY coloring contest in all event Goodie Bags (100 for each Kenosha Book Festival) • Your business's Coloring Page featuring on one side of 1000 book festival flyers <p>Additional Event Features</p> <ul style="list-style-type: none"> • Weekly mentions in media posts leading up to and throughout the festival season • Coloring Page Banner - Black & White banner featured your new or past Color of Kenosha artwork during the book festivals • Coloring Pages available during festival for picnic area • Your business logo featured on local event mailers • Listing in the Seasonal Event Program and on the main event webpage/event page 	<p>• Half Page Advertisement in Kenosha Book Festival Season Program Booklet</p> <ul style="list-style-type: none"> • 4 passes for the Kenosha Comic Con • Feature your Color of Kenosha artwork/ coloring page for a MONTHLY coloring contest in 25% of the event Goodie Bags 	<p><i>Only available for businesses participating in past or the upcoming edition of the Color of Kenosha coloring books</i></p> <ul style="list-style-type: none"> • Promote your business at the Kenosha Book Festival's 2024 outdoor events with your artwork banner and printed coloring pages at all six summer events in our picnic area for attendees. • Feature your Color of Kenosha artwork/ coloring page for a MONTHLY coloring contest in 20% of the event Goodie Bags • 2 passes for the Kenosha Comic Con • Your name listed on the main event webpage/event page <p>LET'S GET KENOSHA READING! JOIN US TODAY!</p>
<p>2 Spots Available</p>	<p>4 Spots Available</p>	<p>30 Spots Available</p>
<p>\$3500</p>	<p>\$2000</p>	<p>\$150</p>

FOR DETAILS OR IF YOU'RE READY TO SIGN UP FOR 2024, CONTACT DONOVAN SCHERER AT STUDIO MOONFALL

HELLO@STUDIOMOONFALL.COM • 262-945-5055 • VISIT THE SHOP AT 5031 7TH AVENUE



KENOSHA COMIC CON



Kenosha Comic Con 2024 Sponsorships

The Kenosha Comic Con will be holding its inaugural event at the Wyndham hotel in downtown Kenosha on February 17th and 18th, 2024.

Unlike similar comic and collectible shows, this will be focused on local comic creators and engaging activities for attendees, all spread across two days and featuring artist presentations, games, and a costume contest.

Sponsorships will provide you with a consistent presence throughout the convention while attendees are enjoying hourly panels featuring special guests from various creative industries. Plus, you'll get passes for you to give out to employees, friends, or family.

Along with the main events in February, we will be holding the Kenosha Comic Con's Artist Alley, a setup similar to the Kenosha Book Festival at Studio Moonfall, on the second Sundays of the month from May to August. The Artist Alley will feature several artists, vendors, and thousands of \$1 comic books.

February 17 & 18
at the Wyndham
Garden Kenosha

Plus, the Kenosha
Comic Con's Artist
Alley outdoor
event at
Studio Moonfall
on 2nd Sundays

May 12
June 9
July 14
August 11

TIER 1	TIER 2	TIER 3
<p>Color of Kenosha 2024</p> <ul style="list-style-type: none"> • Custom illustration for the 2024 edition of the Color of Kenosha • 40 copies of the book once it is published (April/May 2024) • All additional benefits listed on front page 		<p><i>Only available for businesses participating in past or the upcoming edition of the Color of Kenosha coloring books</i></p> <ul style="list-style-type: none"> • Promote your business at the Kenosha Comic Con's Artist Alley 2024 outdoor events with your artwork banner and printed coloring pages at all six summer events in our picnic area for attendees. • Feature your Color of Kenosha artwork/ coloring page for a MONTHLY coloring contest in 20% of the event Goodie Bags • 2 passes for the Kenosha Comic Con • Your name listed on the main event webpage/event page
<ul style="list-style-type: none"> • Stage Sponsor - Table runner featuring your business on the main stage • Vertical mini poster on Welcome Tables (2) • Named in announcements during the event • 8 passes for the Kenosha Comic Con • Your business as part of the headline for our print and online marketing (XXX and XXX present Studio Moonfall's Kenosha Comic Con) • Feature your Color of Kenosha artwork/ coloring page for a MONTHLY coloring contest in all event Goodie Bags (100 for each Kenosha Comic Con event) • Your business's Coloring Page featuring on one side of 1000 book festival flyers 	<ul style="list-style-type: none"> • Welcome Sponsor - Table runner featuring your business on the welcome tables in main event hall • 4 passes for the Kenosha Comic Con • Feature your Color of Kenosha artwork/ coloring page for a MONTHLY coloring contest in 25% of the event Goodie Bags 	
<p>Additional Event Features</p> <ul style="list-style-type: none"> • Weekly mentions in media posts leading up to and throughout the festival season • Black & White Coloring Page Banner and printed coloring pages featured during Kenosha Comic Con's Artist Alley summer events (4) for picnic area • Your business logo featured on local event mailers • Your name listed on the main event webpage/event page 		
<p>2 Spots Available</p> <p>\$3500</p>	<p>4 Spots Available</p> <p>\$2000</p>	<p>20 Spots Available</p> <p>\$150</p>

**BE A SUPER HERO!
SIGN UP NOW!**

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Greetings from KENOSHA 2024



**SPOTS ARE LIMITED!
SIGN UP TODAY!**

KBF - KENOSHA BOOK FESTIVAL KCC - KENOSHA COMIC CON	COLORING BOOK SIGNUP	TIER 1	TIER 2	TIER 3
COLOR OF KENOSHA 2024 ILLUSTRATION & PAGE	✓	✓	✓	ONLY AVAILABLE FOR PAST PARTICIPATING BUSINESSES
40 COPIES OF THE COLOR OF KENOSHA 2024 MSRP - \$15	✓	✓	✓	
YOUR ARTWORK FEATURED ON BANNERS AND FOR MONTHLY COLORING CONTESTS DURING OUTDOOR EVENTS		✓	✓	✓
KBF - 6 DATES KCC - 4 DATES				
YOUR LOGO FEATURED ON EVENT MAILERS		✓	✓	
YOUR BUSINESS FEATURED ON MAIN EVENT WEBPAGE		✓	✓	✓
KENOSHA COMIC CON COMPLIMENTARY PASSES	4	8	4	2
UNIQUE PERKS	SEE PREVIOUS PAGES FOR DETAILS			
DISCOUNTS AVAILABLE EARLY BIRD UNTIL 12/15/2023 - \$50 DISCOUNT RETURN BUSINESS - \$50 DISCOUNT	✓	✓	✓	
SPOTS AVAILABLE	80	KBF - 2 KCC - 2	KBF - 4 KCC - 4	KBF - 30 - SIGN UP FOR 6 TIMES KCC - 20 - SIGN UP FOR 4 TIMES
OPTIONAL ADD-ON - FULL COLOR OF YOUR ILLUSTRATION \$150 ALSO AVAILABLE FOR PAST PARTICIPATING BUSINESSES	✓	✓	✓	✓
OPTIONAL ADD-ON - ADDITIONAL BOOKS \$7.50 PER BOOK MSRP \$15 ALSO AVAILABLE FOR PAST PARTICIPATING BUSINESSES	✓	✓	✓	✓
COST	\$495	\$3500	\$2000	\$150

**YOU CAN SIGN UP FOR MULTIPLE SPOTS
EX. COLORING BOOK SIGNUP & TIER 3, OR PRESENTED BY TIER FOR BOTH KBF AND KCC**

**THERE IS NO DEADLINE TO SIGNUP BUT
SPACE IS LIMITED AND FIRST COME, FIRST SERVED**

THERE'S A LOT GOING ON HERE TO BRING AS MUCH VALUE TO YOUR BUSINESS AS WE CAN THROUGH THE COLOR OF KENOSHA COLORING BOOKS, KENOSHA BOOK FESTIVAL, AND THE BRAND NEW KENOSHA COMIC CON.

IF YOU NEED MORE INFORMATION OR HAVE ANY QUESTIONS REGARDING THE NEW SPONSORSHIP OPTIONS, PLEASE REACH OUT!

IMPORTANT DATES:

EARLY BIRD ENDS:
DECEMBER 15, 2023

KENOSHA COMIC CON:
FEBRUARY 17 & 18, 2024

COLOR OF KENOSHA LAUNCH:
APRIL/MAY 2024

KENOSHA BOOK FESTIVAL:
4TH SUNDAYS, APRIL TO SEPTEMBER

KENOSHA COMIC CON'S ARTIST ALLEY:
2ND SUNDAYS, MAY TO AUGUST

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