



LEVITT AMP
Sheboygan music series
MADE POSSIBLE BY

Levitt AMP Sheboygan Music Series 2022 Sponsorship Report

**John Michael
Kohler Arts Center**

Levitt AMP Sheboygan Music Series, July 7, 2022.



Levitt AMP Sheboygan performance by Desmond Jones, 2022.



Levitt AMP Sheboygan Music Series, July 7, 2022.



Levitt AMP Sheboygan Music Series, August 11, 2022.

Levitt AMP Sheboygan Music Series

2022 Sponsorship Report

The 2022 Levitt AMP Sheboygan Music Series saw an enormously successful return to its full format for the first time since 2019 thanks to incredible support from our corporate partners. The community turned out in record numbers for free, live music—bringing a 35% increase in concert attendance compared to 2019. Hundreds of people engaged with free art making in the Social STUDIO activity tent every week. Once again, we have seen that the community deeply supports the John Michael Kohler Arts Center and the Levitt AMP Sheboygan Music Series. Thanks to your generous partnership, we were able to share these many benefits with Sheboygan:



- Over the course of 11 weeks from June to September, John Michael Kohler Arts Center brought 22 bands from around the world to perform in downtown Sheboygan.
- 5 performers took part in deeper engagement with the Sheboygan community by providing workshops, collaborating with the Social STUDIO tent, or even fulfilling an artist residency.

- Eleven local artists and 10 community organizations collaborated to present community art projects for nearly 2,000 people in the Social STUDIO tent.
- Local vendors supplied a food court of 11 food trucks serving diverse cuisine—from dinners to snacks and dessert—and diverse beverages featuring alcoholic and non-alcoholic options.
- Forty-five percent of survey respondents also visited a bar or restaurant, demonstrating how the Levitt AMP Sheboygan Music Series continues to support our thriving downtown and local economy.



The Levitt AMP Sheboygan Music Series has become crucial to increasing diversity, equity, inclusion, and belonging in our community—and corporate partners have always been critical to its success. We present this overview of the 2022 Levitt AMP Sheboygan Music Series, which was only made possible through our incredible collaboration.

Thank you!

Banners & Signs

Signs were on display at every concert.

Concerts were held during the Midsummer Festival of the Arts on June 16 and 17, and as stand-alone outdoor events on June 23, 30, July 7, 21, 28, August 4, 11, and 18, and a stand-alone indoor event on September 29.

Attendance averaged 7,000 to 8,000 for each day of the Midsummer Festival of the Arts, approximately 2,000 for each outdoor stand-alone concert, and 200 for the indoor concert.

Overall, there was a total of 30,450 impressions.



Levitt AMP Sheboygan performance by The New Grey, 2022.



LEVITT
FOUNDATION

LEVITT AMP *Sheboygan music series*



John Michael Kohler Arts Center
presents

LEVITT AMP
Sheboygan
music series



#musicmoves
jmkac.org

Stage Banners:

- 300" x 36" back of stage
- 124" x 168" right/left flags

Onstage at every show.

MADE POSSIBLE BY





**John Michael
Kohler Arts Center**











Special thanks to
Laura Kohler and Steve Proudman.



Levitt AMP Sheboygan Music Series, June 23, 2022

Sponsor Banners:
Two, 2-sided, 48"x84"
Posted on the lawn to the right and left of the stage.

John Michael Kohler Arts Center
presents
LEVITT AMP
Sheboygan music series

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Special thanks to Laura Kohler and Steve Proudman.

The Levitt AMP Sheboygan Music Series is supported in part by the Levitt Foundation, which partners with communities across America to activate underused public spaces through the power of free live music, creating welcoming, inclusive destinations where people of all ages and backgrounds come together. levitt.org

Donor Thank You Signs:
Two, 2-sided, sandwich boards, 24"x36"
Posted on the lawn near the surrounding sidewalks.



Special thanks to Laura Kohler and Steve Proudman.

Levitt AMP Sheboygan Music Series is supported in part by the Mortimer & Mini Levitt Foundation, which partners with towns and cities across America to activate underused public spaces through the power of free live music, creating welcoming, inclusive destinations. Presenting a broad array of music genres and cultural programming, Levitt venues and concert sites are community anchors where families, friends and neighbors of all ages and backgrounds come together. Learn more at levitt.org.



Levitt AMP Sheboygan Music Series, June 23, 2022.

John Michael Kohler Arts Center
presents

LEVITT AMP *Sheboygan Music Series*



FOOD COURT

Food Court Banner:

Over the archway leading between the concert green and the food court area. The sign can potentially feature a sponsor, but did not in 2022. Two-sided, the Food Court side faces the concert green while the Levitt AMP side faces the food court.

Sculpture Garden Banner: 84"x180"

Hanging on the wall outside the JMKAC Sculpture Garden, facing the concert green and 7th Street. Hangs from late May through end of season.

John Michael Kohler Arts Center
presents

LEVITT AMP *Sheboygan* music series

JUNE 23–AUGUST 18, 2022

Sheboygan City Green

SEPTEMBER 29, 2022

John Michael Kohler
Arts Center

FREE!

#MUSICMOVES

Concert schedule at
jmkac.org



Special thanks to **Laura Kohler** and **Steve Proudman**.

Tent Sponsor Signs:

Four, 1-sided, 12"x24", hung in corresponding tents. Volunteer sponsor changed nightly.

BEVERAGES

BEER	HARD SELTZER	WINE & SANGRIA	SODA	WATER
CANNED \$5 Pils—Pilsner Chaos Pattern—IPA Rebel Kent—Amber Ale	CANNED \$5 Clearly Citrus Mango & Lychee Pineapple & Yuzu Tropical Wild Berry	GLASS \$4 Cabernet Chardonnay Moscato Cruz Real Sangria	CANNED \$2 Pepsi Diet Pepsi Mist Twist	BOTTLED \$1

Must be 21 or older to consume alcoholic beverages.
Your beverage purchase supports this music series!

Thank you to our
generous sponsor:



Info tent
sponsored by

meijer

Beverage tent
sponsored by



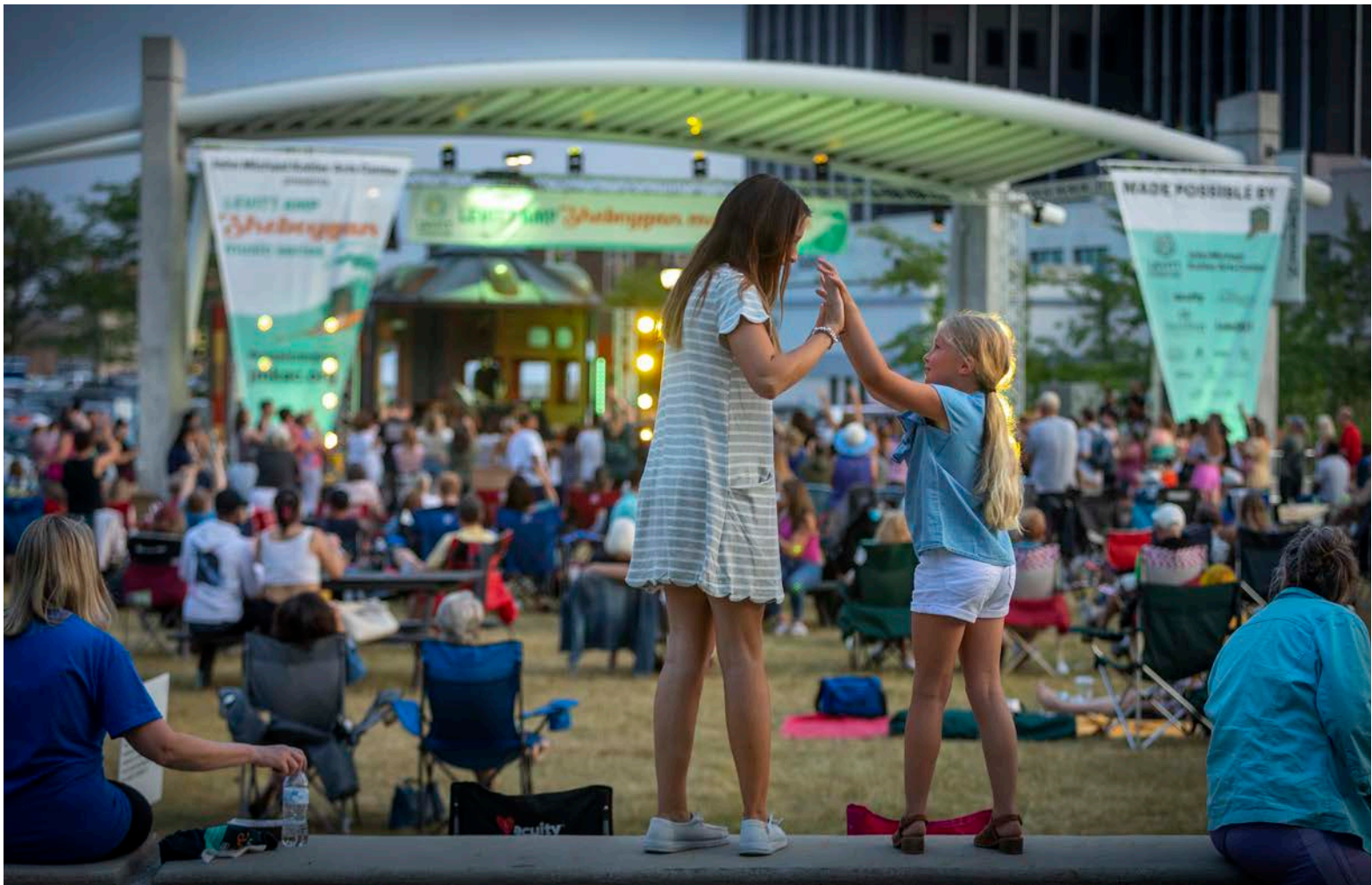
STUDIO tent
sponsored by

festival
foods

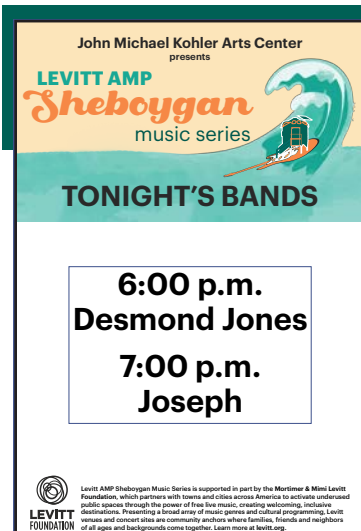
Tonight's
volunteers
provided by:

Bar Sign for the Beverage Tent: 60"x30"

Acts as a menu in the back of the beverage tent at every event.

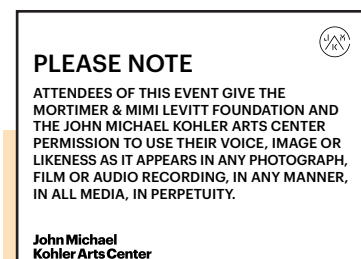


Levitt AMP Sheboygan performance by The Reminders, 2022.



Band Announcement Signs: Two, 2-sided sandwich boards, 24" x 36"
Sandwich boards listing the bands playing that night were placed on the walkway in front of the stage, toward the left and right sides.

Donor Thank You Signs:
Two, 2-sided sandwich boards, 24"x36"
Posted on the lawn near the surrounding sidewalks.



Photography Permission Signs: Ten, 2-sided, 24"x18"
Placed around the perimeter of the concert green.
Back of sign is translated into Spanish.

Posters, Flyers & Rack Cards

Materials were distributed starting in May 2022 and continuing through the last concert on September 29, 2022.

Interns and other staff delivered posters to local businesses for display. Posters were two-sided, with English on one side and either Hmong or Spanish on the others, and were distributed according to the business' clientele.



11"x17" Poster, 2-sided in English, Spanish, and Hmong

Distributed at the Arts Center, Art Preserve, and to various organizations and businesses around town.

John Michael Kohler Arts Center presents

LEVITT AMP Sheboygan

music series

FREE • 11 SHOWS • 22 BANDS • FOOD TRUCKS

JUNE 23–AUGUST 18, 2022
Sheboygan City Green
(7th St. & New York Ave.)

SEPTEMBER 29, 2022
John Michael Kohler Arts Center
(608 New York Ave.)

#MUSICMOVES
For bands, dates, and times, visit
jmkac.org

LEVITT FOUNDATION acuity SARGENTO BankFirst Lake98.1 meijer Van Horn festival theencore OOSTBURG STATE BANK ALLSTATE LIQUOR & WINE ROGERS Behavioral Health UnitedOne POINT LAKELAND CHIROPRACTIC BARRIKCLEAN

Special thanks to Laura Kohler and Steve Proudman



Levitt AMP Sheboygan performance by Lemon Bucket Orkestra, 2022.

John Michael Kohler Arts Center
presents

LEVITT AMP Sheboygan music series

June 23

Desmond Jones, *Rock*, 6:00 p.m.
Joseph, *Pop/Rock*, 7:00 p.m.

June 30

The New Grey, *Hip Hop/R&B/Indie Rock*, 6:00 p.m.
The Reminders, *Hip Hop/Soul*, 7:00 p.m.

July 7

Barbaro, *Bluegrass*, 6:00 p.m.
Dustbowl Revival, *Americana Soul*, 7:00 p.m.

Saturday, July 16

(at Midsummer Festival of the Arts)

Cousin Curtiss, *Rootstomp*, 11:30 a.m.
Bandits on the Run, *Indie/Folk/Pop/Americana*, 2:00 p.m.

Sunday, July 17

(at Midsummer Festival of the Arts)

Copper Box, *Fusion Roots Rock*, 11:30 a.m.
Doctor Nativio, *Cumbie Reggae*, 2:00 p.m.

July 21

To be announced, 6:00 p.m.
Shamarr Allen, *Jazz/Funk/Rock*, 7:00 p.m.

July 28

To be announced, 6:00 p.m.
Bassel & The Supernaturals, *Soul*, 7:00 p.m.

August 4

The Connemara Boys, *Irish*, 6:00 p.m.
JigJam, *Irish/Bluegrass*, 7:00 p.m.

August 11

Sister Winchester, *Rock/Blues/Folk*, 6:00 p.m.
Mile Twelve, *Progressive String Band*, 7:00 p.m.

August 18

The Civil Engineers, *Rock/Soul*, 6:00 p.m.
Lemon Bucket Orkestra, *Guerilla Folk/Party Punk*, 7:00 p.m.

September 29

To be announced, 6:00 p.m.
LADAMA, *Latinx Fusion*, 7:00 p.m.



GENEROUS SUPPORT PROVIDED BY

John Michael
Kohler Arts Center



LEVITT
FOUNDATION



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#musicmoves
jmkac.org

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2022.05.20.23

Rack cards were provided to organizations like Visit Sheboygan, the Chamber of Commerce, and more. They were also distributed throughout the summer at events for which JMKAC had a booth presence.

Concert Schedule Rack Card: 4"x9", two-sided

Distributed at the Arts Center and Art Preserve, copies provided to the Visitor Center and other partner organizations

10

Additional flyers were created for distribution to homebound clients of Meals on Wheels and were included as they made deliveries so that they could enjoy the concerts as they were being broadcast.

John Michael Kohler Arts Center
presents

LEVITT AMP
Sheboygan
music series
serie de musica
suab paj nruag ua yeeb yam



FINAL CONCERT
CONCIERTO FINAL
UA SUAB PAJ DUAG ZAUM KAWG

SEPTEMBER 29, 2022
29 DE SEPTIEMBRE
LUB 9 HLI TIM 29

John Michael Kohler Arts Center
(608 New York Ave.)

Featuring: Violet Wilder, 6:00 p.m.
LADAMA, 7:00 p.m.

FREE GRATIS NKAG DAWB

For more information visit
Para más información visita jmkac.org
Yog xav paub ntxiv, mus nrhiv tau ntawm

#MUSICMOVES

THANK YOU TO OUR GENEROUS
LEVITT AMP SHEBOYGAN MUSIC SERIES SPONSORS

MUCHAS GRACIAS A NUESTROS GENEROSOS PATROCINADORES
DE LA SERIE DE MUSICA LEVITT AMP SHEBOYGAN

UA TSAUG RAU PEB COV NEEG UAS MUAJ LUB SIAB DAV LOS TXHAWG
NQA LEVITT AMP SHEBOYGAN SUAB PAJ NRUAG UA YEEJ YAM



Special thanks to Laura Kohler and Steve Proudman.
Agradecimiento especial a Laura Kohler y Steve Proudman.
Tshwj xeeb tshaj no ua tsaug rau Laura Kohler thiab Steve Proudman.

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La serie de música Levitt AMP Sheboygan es apoyada financieramente en parte por la Levitt Foundation, en asociación con comunidades a través de los Estados Unidos para activar espacios públicos poco utilizados a través de conciertos gratuitos de música viva, creando lugares acogedores e inclusivos, donde gente de todas las edades y antecedentes se reúnen. levitt.org.

Lub Levitt AMP Sheboygan Suab paj nruag ua yeeb yam no tau kev tshajhu rau ntawm Levitt Foundation, thiab lawv koorm tes nroog jom xog thoob tab tab chaw United States los xav los chaw ua siv los tau coj los term team ua ib qhov chaw rau txhua tus tib neeg los mus leeb nroog suab paj nruag ua yeeb. levitt.org.

5.5"x8.5" Final Concert Flyer
Distributed at Arts Center, Art Preserve, and to various partner organizations.

Broadcasting the
LEVITT AMP
Sheboygan
music series

Presented by the
John Michael Kohler Arts Center



For those who are unable to attend
the Levitt AMP Sheboygan Music Series
concerts in person, *you can still listen in
each week!*

Concerts will be broadcast LIVE on
WSHS 91.7 Sheboygan and on the
Mead Community Radio Livestream
at meadpl.org/radio.

Radio broadcast is made possible by
Mead Public Library, Sheboygan North
High School, and Wisconsin Public Radio.
Enjoy the music!

Remaining Concerts:

August 11
Sister Winchester, 6:00 p.m.
Mile Twelve, 7:00 p.m.

August 18
The Civil Engineers, 6:00 p.m.
Lemon Bucket Orchestra, 7:00 p.m.

September 29
Violet Wilder 6:00 p.m.
LADAMA, 7:00 p.m.

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DE LA SERIE DE MUSICA LEVITT AMP SHEBOYGAN

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5.5"x8.5" Meals on Wheels Flyer
Distributed by Meals on Wheels to their homebound clients.

John Michael Kohler Arts Center Levitt AMP Sheboygan Music Series
2022 Sponsorship Report: Posters, Flyers & Rack Cards

11

Advertisements—Print

John Michael Kohler Arts Center
presents

LEVITT AMP
Sheboygan
music series

FREE • 11 SHOWS • 22 BANDS • FOOD TRUCKS

JUNE 23–AUGUST 18, 2022
Sheboygan City Green
(7th St. & New York Ave.)

SEPTEMBER 29, 2022
John Michael Kohler Arts Center
(608 New York Ave.)

June 23
Desmond Jones, 6:00 p.m. • Joseph, 7:00 p.m.

June 30
The New Grey, 6:00 p.m. • The Reminders, 7:00 p.m.

July 7
Barbaro, 6:00 p.m. • Dustbowl Revival, 7:00 p.m.

Saturday, July 16 (at Midsummer Festival of the Arts)
Cousin Curtiss, 11:30 a.m. • Bandits on the Run, 2:00 p.m.

Sunday, July 17 (at Midsummer Festival of the Arts)
Copper Box, 11:30 a.m. • Doctor Nativo, 2:00 p.m.

July 21
To be announced, 6:00 p.m. • Shamarr Allen, 7:00 p.m.

July 28
To be announced, 6:00 p.m.
Bassel & The Supernaturals, 7:00 p.m.

August 4
The Connemara Boys, 6:00 p.m. • JigJam, 7:00 p.m.

August 11
Sister Winchester, 6:00 p.m. • Mile Twelve, 7:00 p.m.

August 18
The Civil Engineers, 6:00 p.m.
Lemon Bucket Orchestra, 7:00 p.m.

September 29
To be announced, 6:00 p.m. • LADAMA, 7:00 p.m.

#MUSICMOVES
For more information visit jmkac.org

LEVITT FOUNDATION acuity BankFirst Lake98.1 SARGENTO meijer ROGERS festival UnitedOne

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Print Ad: Sheboygan Sun Newspaper

- 4.79"x8" ran 6/14/22
- 4.79"x4" ran 7/26/22
- 4.79"x4" final concert ad ran 9/20/22

Print Ad: Lakeshore Weekly Newspaper

- 5"x7.5" ran 6/16/22
- 5"x3.5" ran 7/28/22

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FINAL CONCERT
SEPTEMBER 29, 2022
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Featuring: Violet Wilder, 6:00 p.m.
LADAMA, 7:00 p.m.

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Print Ad: Plymouth Review, Sheboygan Beacon, Sheboygan Falls News, Plymouth Xtra

- 4.79"x8" ran 6/14/22 or 6/17/22
- 4.79"x4" ran 7/26/22 or 7/29/22
- 4.79"x4" final concert ad ran 9/20/22 and 9/22/22

Key Magazine:

- Left: Digital Banner Ad, 160p x 250p, ran in June
- Right: Print Ad, 2.14"x7.5", ran in June issue

LEVITT AMP Sheboygan music series

jmkac.org
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John Michael
Kohler Arts Center

LEVITT AMP Sheboygan music series

FREE • 11 SHOWS
22 BANDS • ART-MAKING
FOOD TRUCKS

JUNE 23–AUGUST 18, 2022

Sheboygan City Green
(7th St. & New York Ave.)

SEPTEMBER 29, 2022

John Michael Kohler Arts Center
(608 New York Ave.)

Print Ad: Elkhart Lake Depot Dispatch

- 5"x7.75" ran 6/10/22

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For more information visit jmkac.org



Special thanks to Laura Kohler and Steve Proudman.

The Levitt AMP Sheboygan Music Series is supported in part by the Levitt Foundation, which partners with communities across America to activate underused public spaces through the power of free live music, creating welcoming, inclusive destinations where people of all ages and backgrounds come together. levitt.org.

**John Michael
Kohler Arts Center**



Billboards

Top: Visit Sheboygan Digital, 840p x 400p—ran June through Sept. 2022

Bottom: Lamar, 22'9"x10'6"—ran 5/30/22-6/15/22 and 7/18/22-7/31/22



Levitt AMP Sheboygan billboard, courtesy of Lamar – proof of advertising, 2022.



600p x 600p Digital Advertisements

- Used throughout the season in digital posts, social media, and shared with media partners like Seehafer Communications, Sheboygan County Chamber of Commerce, and Sheboygan Falls Chamber Main Street for communications to their members.

LEVITT AMP
Sheboygan
music series

FREE • FOOD TRUCKS
11 SHOWS • 22 BANDS

#MUSICMOVES
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LEVITT AMP
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JUNE 23, 6:00 P.M.
Desmond Jones
Joseph
jmkac.org

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JUNE 30, 6:00 P.M.
The New Grey
The Reminders
jmkac.org

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JULY 7, 6:00 P.M.
Barbaro
Dustbowl Revival
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JULY 16 (at Midsummer Festival of the Arts)
Cousin Curtiss 11:30 a.m.
Bandits on the Run 2:00 p.m.
jmkac.org

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JULY 17 (at Midsummer Festival of the Arts)
Copper Box 11:30 a.m.
Doctor Nativo 2:00 p.m.
jmkac.org

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JULY 28, 6:00 P.M.
To be announced
Bassel & The Supernaturals
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JULY 21, 6:00 P.M.
Sheila Yang and the Ntxhais
Zam Hmoob Dance Group
Touky Xiong
Shamarr Allen
jmkac.org

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AUGUST 4, 6:00 P.M.
The Connemara Boys
JigJam
jmkac.org

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AUGUST 11, 6:00 P.M.
Sister Winchester
Mile Twelve
jmkac.org

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AUGUST 18, 6:00 P.M.
The Civil Engineers
Lemon Bucket Orchestra
jmkac.org

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SEPTEMBER 29, 6:00 P.M.
John Michael Kohler Arts Center
(608 New York Ave.)
Violet Wilder
LADAMA
jmkac.org

John Michael
Kohler Arts Center

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John Michael Kohler Arts Center presents

LEVITT AMP *Sheboygan* music series

JULY 17 (at Midsummer Festival of the Arts)
Copper Box, 11:30 a.m.
Doctor Nativo, 2:00 p.m.

FREE concerts

Thank you to our generous sponsors:

LEVITT FOUNDATION acuity BankFirst 1ST BANK OF WISCONSIN meijer ROGERS MUSEUM festival at the POINT MILWAUKEE COUNTY WISCONSIN DEPARTMENT OF CULTURAL AFFAIRS BARNES & NOBLE ALLETTATE

Special thanks to Larry Koller and Steve Bradburn.



John Michael Kohler Arts Center presents

LEVITT AMP *Sheboygan* music series

SEPTEMBER 29, 6:00 P.M.
John Michael Kohler Arts Center (608 New York Ave.)

Violet Wilder
LADAMA

FREE
concerts

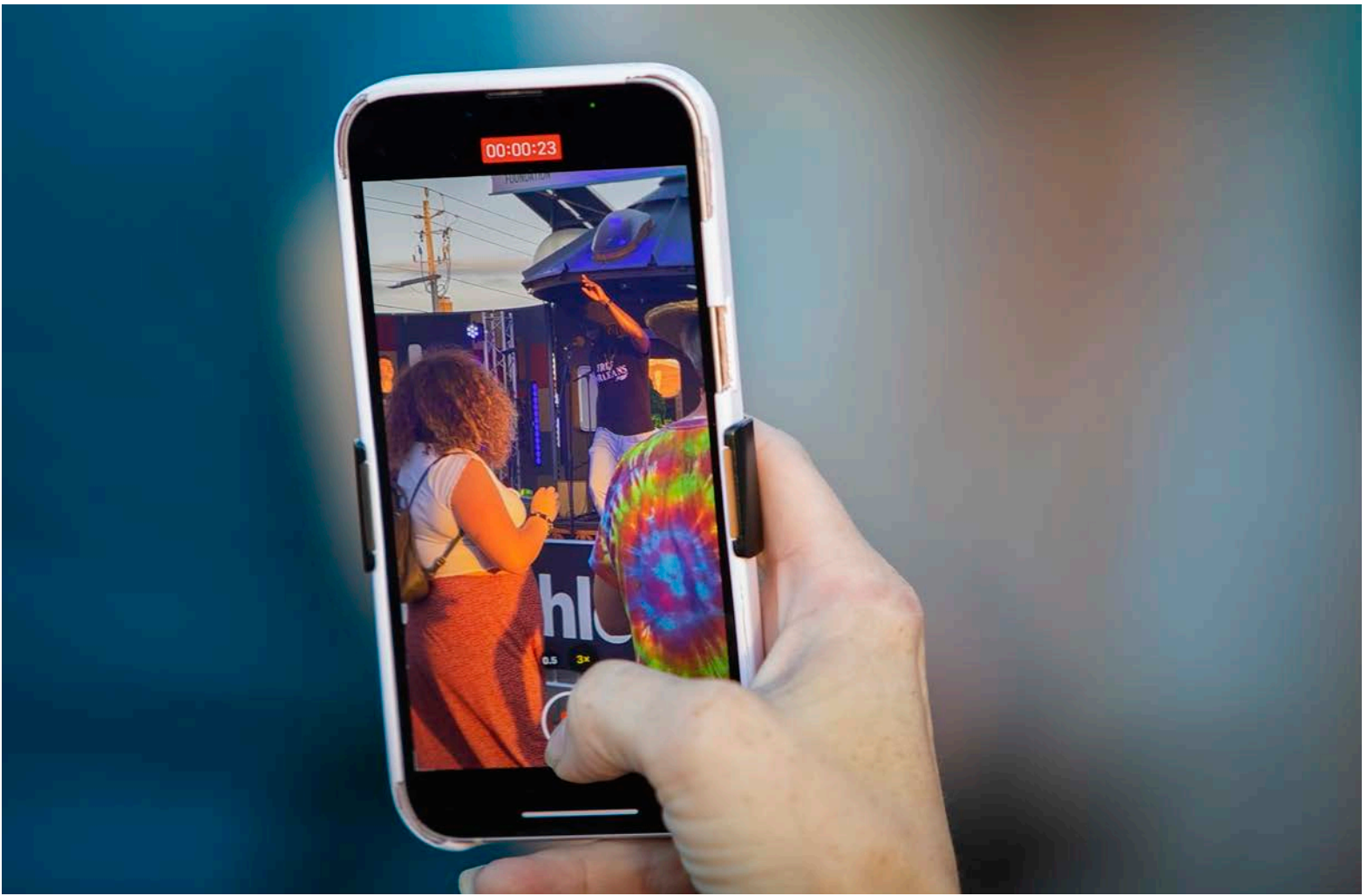
Thank you to our generous sponsors:

LEVITT **FUNDATION** **SARGENTO** **Lake981** **BOJERS** **United Way** **Kohl's** **MLA** **BUSINESS ONE**

Special thanks to Laura Kuehn and Sarah Peterson

 **ALLSTATE**



Levitt AMP Sheboygan performance by Shamarr Allen, 2022.

The advertising campaign included print, radio, billboards, and social media—including Facebook event posts and live streams.

Additional Items:



Levitt AMP Sheboygan Music Series T-shirt
Shirts worn by JMKAC staff at every concert. Available for purchase by attendees at information tent. Available as prize in part of membership attendance program for the concert series. (Attend 7 concerts, get a free T-shirt.)



Levitt AMP Sheboygan Music Series, August 11, 2022; from left: Devin Thill, Hannah Hunt, Lindsay Gilman, and Laura Tymn.



Levitt AMP Sheboygan Music Series, July 29, 2022.



Fans, Paper, two-sided:
Distributed at every concert.
Included in the Levitt AMP
giveaway bags. These were
especially popular with the kids.

LEVITT AMP Sheboygan music series

The first five (5)

SARGENTO®

employees to present the secret code at the Information Tent at each Levitt AMP Sheboygan Music Series concert will be awarded a pair of beverage tickets!

There is a chance to win at every concert during the Levitt AMP Sheboygan Music Series, presented by the John Michael Kohler Arts Center.

**John Michael
Kohler Arts Center**

#musicmoves



DEVELOPMENT

B W S

SARGENTO®



ONE FREE DRINK

Drinks available at the JMKAC beverage cart.

**John Michael
Kohler Arts Center**

6/23/22

Distribution sign and drink tickets:

Part of the Sargento sponsor package.

Left: 8.5"x11" sign displayed at Information tent.

Right: 3"x1.75" drink ticket.

LEVITT AMP Sheboygan music series

NEW in 2022

VIP Kick-Off Party

Thursday, June 23, 2022
on the Festival Green at JMKAC
4:30-6:30 p.m.
RSVP TODAY!

Patron level members and above are invited to kick off our Levitt AMP Summer Music Series in style. Join us on the Festival Green (on the north corner of the Arts Center grounds at 7th Street and Wisconsin) for drinks, delicious food, and a chance for us to say THANK YOU for making these great events happen every year!

Your support helps us keep the music playing, and we want to celebrate you!

In thanks for your support, click the RSVP button below or call 920-458-6144 during regular business to reserve your four complimentary event tickets.

VIP Kick-Off Party
presented by **PREVEA**
health

**John Michael
Kohler Arts Center**

RSVP HERE!



LEVITT AMP Sheboygan music series

NEW

VIP Kick-Off Party
Presented by Prevea

Thursday, June 23, 2022
4:30-6:30 p.m.
RSVP TODAY!

**John Michael
Kohler Arts Center**



Kick-Off party invitation pieces:

- Left: 600x600 digital invitation
- Right: 5"x7" invitation postcard

