

<b>Date</b>	<b>Name</b>	<b>Details</b>
Tuesday, May 9	Summerfest Book Launch	Releasing a book featuring history and artists that have played Summerfest over the past 50 years
Wednesday, May 10	Taste of Summerfest Contest	Win gift cards to our food vendors physical locations
Thursday, May 11	1 - Subway Street Team Stop 2 - City of Festivals Sale	1 – Street team will make a stop with swag at a local Subway 2 – City of Festival sale is buy 4 tickets to at least two different United Ethnic Festivals for \$40 from May 11 – May 25
Friday, May 12	Penfield Children's Center Day (PRIVATE EVENT)	In a PRIVATE EVENT, Summerfest will bring performer to Penfield Children's Center, also celebrating 50 years
Saturday, May 13	Mother's Day Flash Sale	Flash sale to celebrate Mother's Day
Sunday, May 14	Mother's Day Spotify Playlist	Summerfest will put together a playlist with songs about Moms
Monday, May 15	1 - Admission Promotions Announcement 2 - Flyaway Contest	1 - Press release announcing how to get into Summerfest for free each day 2 - Summerfest hosting a Facebook contest that includes airfare, tickets and more to get out-of-towners to come visit us
Tuesday, May 16	AMP BOGO Flash Sale	Following shows will have lawn tickets for BOGO: Future, Chainsmokers, Dierks, Outlaw
Wednesday, May 17	1 - Photoshoot with #DearMKE and student photographer (PRIVATE EVENT) 2 - Subway Street Team Stop	1 – Summerfest invites photographers onto closed grounds for an exclusive photoshoot (PRIVATE EVENT) 2 - Street team will make a stop with swag at a local Subway
Thursday, May 18	Summerfest 50 <sup>th</sup> Exhibit Opens (PRIVATE EVENT)	Summerfest 50 <sup>th</sup> historical exhibit at the Milwaukee County Historical Society open to invite only (PRIVATE EVENT)

Friday, May 19	Summerfest themed MAM After Dark (must purchase ticket to attend)	Milwaukee Art Museum will hold a Summerfest themed MAM After Dark – must purchase ticket to attend
Saturday, May 20	Jammin' 98.3 Next Door Walk for Children	Summerfest Street team will have a presence at this Walk for Children
Sunday, May 21	Picnic in the Park – Clark Square Park	Summerfest to hold event in the park in the spirit of how Summerfest first began; food, music, etc
Monday, May 22	Boys & Girls Club Visit Summerfest (PRIVATE EVENT)	Summerfest invites kids from the Boys & Girls Club to hang out at the office for the day (PRIVATE EVENT)
Tuesday, May 23	1 -Summertime Spotify Playlist 2 - Subway Street Team Stop	1 – Summerfest to release a playlist on Spotify with the best songs of the summer 2 - Street team will make a stop with swag at a local Subway
Wednesday, May 24	Pick 'N Save Food Tasting	Attendees will get a chance to sample new food items that will be at Summerfest early at a local Pick N Save
Thursday, May 25	Brewers Big Gig Tailgate (must purchase ticket to attend)	Summerfest & Brewers will be holding a tailgate this night with food, music, beer, etc – must purchase ticket to attend
Friday, May 26	Kohl's Contest	Summerfest will be giving away a prize package along the lakefront on this day
Saturday, May 27	WI Harley-Davidson Honor Celebration Street Team Stop	Summerfest Street Team will be at this event
Sunday, May 28	America Spotify Playlist	Summerfest will release a Spotify playlist with songs about America or veterans
Monday, May 29	Guitars For Vets at Memorial Day Parade	Summerfest to collect used guitars at a booth setup near the Silver Spur in Elm Grove during the Memorial Day parade. Collected guitars will be donated to Guitars For Vets

Tuesday, May 30	1 - Special Attractions/Family Activities Announcement 2- Subway Street Team Stop	1 – Press release announcing what special attractions and family activities will be available during Summerfest. 2 - Street team will make a stop with swag at a local Subway
Wednesday, May 31	VIP Fan Experience Contest	Summerfest will giveaway a VIP Package on Facebook
Thursday, June 1	Downtown Dining Week	Summerfest will stop at select participating Downtown Dining Week restaurants and hand out tickets
Friday, June 2	BublR Bike Rides	Summerfest will sponsor free rides on BublR bikes on this day
Saturday, June 3	BMO Harris Bank Contest	Summerfest to giveaway VIP tickets to a BMO Harris Pavilion Show of your choice
Sunday, June 4	Picnic in the Park – Smith Park	Summerfest to hold event in the park in the spirit of how Summerfest first began; food, music, etc
Monday, June 5	Subway Contest	Summerfest to give away a Subway gift card on Twitter
Tuesday, June 6	Emerging Artist Series Announcement	Summerfest to announce the Emerging Artist Series lineup
Wednesday, June 7	Sendik's Contest	Summerfest to giveaway a Sendik's gift card on Twitter
Thursday, June 8	Morning Blend Fashion Contest	Summerfest to giveaway a Boston Store gift card on Facebook. Contest will be talked about on The Morning Blend tv show
Friday, June 9	Miller Coors Event	Summerfest Street Team will be at the Miller Coors event
Saturday, June 10	Rock 'n Sole	This is the date of the Rock 'n Sole run that benefits the Summerfest Foundation
Sunday, June 11	Pride Parade	Summerfest will be walking in the Pride Parade

Monday, June 12	Subway Street Team Stop	Street team will make a stop with swag at a local Subway
Tuesday, June 13	Rock Your Garage Contest	Summerfest to give away a prize package from Briggs & Stratton on Facebook
Wednesday, June 14	1 - River Rhythms 2 - Newaukee Night Market	1 – River Rhythms will hold a Summerfest themed night 2 – Summerfest will have a booth at the Newaukee Night Market
Thursday, June 15	1 - Bike Night at Harley-Davidson Museum 2 - Getting Here Announcement 3 - Pick 'n Save Pinups 4 -North Division High School and MPS Mural	1 – Summerfest Street Team will be at Bike Night at the Harley-Davidson Museum with swag 2 – Summerfest press release will announce the best ways to get to Summerfest 3 – Promotion with Pick N Save will kick off. Add \$1 to your order to donate to the Summerfest Foundation 4 – High school will be painting a mural on the grounds
Friday, June 16	Bar Raffle	Summerfest is donating a prize package to a local bar raffle that supports MKE LGBT
Saturday, June 17	South Shore Beer Garden	Summerfest will be showing up at the South Shore Beer Garden and giving away tickets
Sunday, June 18	Father's Day Flash Sale	Short sale to celebrate Fathers
Monday, June 19	Junteenth Day Celebration	Summerfest Street Team to be present at the Junteenth Day Celebrations
Tuesday, June 20	1 - North Division High School & MPS Mural 2 - Trivia Nights with America's Pub Quiz	1 – High Schools to finish painting mural on the grounds 2 – America's Pub Quiz will hold Summerfest themed Trivia Nights at local bars
Wednesday, June 21	Festival Artist Spotify Playlist	Summerfest will release a Spotify playlist filled with our festival favorites
Thursday, June 22	Opening Day Ceremony Announcement	Summerfest will announce the activities for Opening Day

Friday, June 23	Boston Store Street Team Stop	Summerfest Street Team will be at local Boston Stores with swag
Saturday, June 24	1 - 88Nine Block Party 2 - Boston Store Street Team Stop	1 – Summerfest Street Team will be giving away tickets at this event 2 – Summerfest Street Team will be at local Boston Stores with swag
Sunday, June 25	Flag installation at City Hall	Summerfest flags will be installed at City Hall
Monday, June 26	BMO Harris Bank Lights Up	The BMO Harris Bank building in downtown Milwaukee will be light with Summerfest smile logo
Tuesday, June 27	Festival Essentials Contest	Summerfest will give away a prize package of festival essentials from Boston Store on Snapchat

*Thank you to the following places for making the 50 Days of Summerfest possible: AJ Bombers, America's Pub Quiz, BMO Harris Bank, Boston Store, Boys & Girls Club of Greater Milwaukee, Briggs & Stratton, BublR, Charcoal Grill, Chubby's Cheesesteaks, Cousin's, Divino, Famous Dave's, Flannery's, Guitars For Vets, Hilton Milwaukee City Center, Kohl's, Mader's, Martino's, MillerCoors, Milwaukee Art Museum, Milwaukee Brewers, Milwaukee County Historical Society, MKE LGBT, NEWaukee, Penfield Children's Center, Pick 'N Save, Pitch's/Miss Katie's Diner, Peter Sciortino Bakery, Saz's, Sendik's, Southwest Airlines, Subway, Uber, United Ethnic Festivals, VISIT Milwaukee, Ward's House of Prime, Water Street Brewery Group, and Wong's Wok.*