



For immediate release

**Milwaukee World Festival, Inc. and Klement's Sausage Company
Announce New Ten Year Sponsorship**
Includes New Stage Area and Designation as Official Sausage of Summerfest

MILWAUKEE, WI (March 20, 2018) - Milwaukee World Festival, Inc. officials are excited to announce a new ten year sponsorship agreement with Klement's Sausage Company. The sponsorship includes the building of a new stage area, "The Klement's Sausage & Beer Garden," as well as Klement's being named the Official Sausage of Summerfest.

The Klement's Sausage & Beer Garden will be located on the North End of Henry Maier Festival Park and will feature acoustic music from 2-8 p.m. daily, spotlighting local artists. Modelled as a "backyard" picnic-style area, there will be a seated lounge area, picnic tables, and barbeque grills, as well as locations to purchase Klement's products.

"A Klement's / Summerfest partnership is music to our ears. Nothing sounds like summer in our hometown more than The World's Largest Music Festival and nothing tastes like summer more than Milwaukee's hometown sausage company," said Tom Danneker, President & CEO of Klement's Sausage Company. "We are excited to join together to offer our products at the festival and make a hometown tradition even better by building the new Klement's Sausage & Beer Garden. We look forward to this long term partnership as we continue to invest in Milwaukee to help our hometown and company grow."

"We are thrilled to welcome Klement's Sausage Company to our sponsorship family with a ten year commitment," said Don Smiley, President and CEO of Milwaukee World Festival, Inc. "Sponsorships such as this one allows us to continue to add amenities to Summerfest and Henry Maier Festival Park and keep it accessible and affordable for all of our fans," he added.

Construction will begin immediately on the new Klement's Sausage & Beer Garden, which will make its debut during Summerfest 2018. Renderings and more information are available at <https://summerfest.com/>

About Summerfest presented by American Family Insurance

Following its 1968 debut, Summerfest presented by American Family Insurance has evolved into what is now recognized as “The World’s Largest Music Festival” and Milwaukee’s cornerstone summer celebration, hosting the music industry’s hottest stars, emerging talent and local favorites along with approximately 850,000 people from Milwaukee and around the world each year for an unforgettable live music experience. During the festival, the spotlight shines on over 800 acts, over 1,000 performances, 11 stages delectable food and beverages and interactive activities, all in a world-class festival setting. Summerfest 2018 takes place June 27-July 1 and July 3-8, 2018, closed on July 2. For more details, visit Summerfest.com, [Facebook.com/summerfest](https://www.facebook.com/summerfest) or Twitter: @Summerfest

About Klement’s Sausage Company

Klement Sausage Company, established in 1956 by three brothers, John, George, and Ron Klement in Milwaukee, Wisconsin, is Milwaukee's hometown sausage company. Klement's employs over 350 people in its two Milwaukee plants. The company has grown from a small sausage kitchen to one of the largest producers of sausage products in the U.S. - all while staying true to its hometown and traditions. Klement’s believes in handcrafted production – meticulously making delicious sausage products the way it used to be done in butcher shops. A small batch focus and “made with care” philosophy supports a compelling attraction for consumers who seek artisan food experiences. The company manufactures fresh sausages, cooked and smoked sausages, summer sausages and snack sticks.