



*River Falls*  
CHAMBER OF COMMERCE  
AND TOURISM BUREAU

## 2016 Sponsorship Opportunities



## General Sponsorship Opportunities

### **BUSINESS AFTER HOURS**

Business After Hours event is designed to promote Chamber member businesses and provide members the opportunity to meet and network in an informal social setting. These events take place quarterly at the sponsor's location, unless co-sponsored with another business/organization.

**Sponsor/host is responsible for providing a location to accommodate 30-50 attendees, food and beer and/or wine for the event, and a door prize valued at \$50.**

Sponsor will be promoted as featured sponsor/host in the Chamber newsletter, website, and e-blasts and will have an opportunity to speak on behalf of the business at the event.

### **BUSINESS BREAKFAST**

Business Breakfast provide our membership a great opportunity to learn about important issues in our community. Each Business Breakfast incorporates an important topic that effects our local businesses.

Sponsor will be featured in the Chamber newsletter, website, and e-blasts and will have an opportunity to speak on behalf of their business. Sponsor also receives four free passes to the breakfast.

**The sponsorship fee is \$225 and the sponsor is responsible for providing a door prize valued at \$50.**

### **CHAMBER COFFEE**

Chamber Coffee provides a fun and informal setting for member networking. These events are held monthly at the Chamber office from 8:30-9:30 a.m. (September-May).

**The sponsorship fee is \$50 and the sponsor is responsible for providing a door prize valued at \$50.**

Sponsor will be featured in the Chamber newsletter, website, and e-blasts and will have an opportunity to speak on behalf of their business.

**SPONSORSHIP OPPORTUNITIES ARE LIMITED. CONTACT THE CHAMBER FOR AVAILABILITY.**

## **Annual Awards & Recognition Banquet, Formerly “chOSCARS”**

The Annual Awards & Recognition Banquet is the largest Chamber networking event of the year and is scheduled for Thursday, February 4, 2016. This banquet offers many opportunities to promote your business to over 240 business and community members. You will reach people who will become familiar with your business, products, and services. Listed below are ways to capitalize on the promotional/advertising opportunities:

### **CORPORATE SPONSOR \$1200**

- Speaking opportunity at the event
- Premiere logo recognition in dinner invite, Chamber newsletter, website, program, and event signage
- Option to feature promotional booth at venue
- Emcee mentions throughout the event
- 8 meals and reserved seating at a premiere table

### **GOLD SPONSOR \$700**

- Logo recognition in Chamber newsletter, website, program, and event signage
- Option to feature promotional booth at venue
- Emcee mentions throughout the event
- 6 meals included with reserved seating for 8

### **SILVER SPONSOR \$300**

- Recognition in Chamber newsletter, website, program, and event signage
- Option to feature promotional booth at venue
- Emcee mentions throughout the event
- 2 meals included

### **BRONZE SPONSOR \$100**

- Recognition in Chamber newsletter, website, program, and event signage
- Emcee mentions throughout the event

**SPONSORSHIP DEADLINE: FRIDAY, JANUARY 22, 2016**

## River Falls Roots & Bluegrass Festival

The Annual River Falls Roots & Bluegrass Music Festival will be held April 8 – 10 in the heart of downtown. This free, indoor music weekend features over 50 hours of foot stompin' Bluegrass. An estimated 2,500 attendees are expected to converge on River Falls from the upper Midwest to experience this free music weekend.

### **GUITAR \$5,000**

- Identified as the Bluegrass Guitar/Premiere sponsor of the event.
- Press release announcing top sponsorship.
- Opportunity to set up a promotional business booth.
- Prominent logo recognition on Main Stage and venue banners.
- Prominent logo recognition on promotional materials, website, social media sites, and newsletters.
- Emcee mentions throughout.

### **FIDDLE \$2,500**

- Identified as the Fiddle/Main Stage sponsor of the event.
- Prominent logo recognition on Main Stage and venue banners.
- Prominent logo recognition on promotional materials, website, social media sites, and newsletters.
- Emcee mentions throughout.

### **BANJO \$1,000**

- Identified as the Banjo/Special Event sponsor of the event.
- Logo recognition on Main Stage and venue banners.
- Logo recognition on promotional materials, website, social media sites and newsletters.
- Emcee mentions throughout.

### **MANDOLIN \$750**

- Identified as the Mandolin sponsor of the event.
- Name recognition on venue banner.
- Name recognition on promotional materials, website and newsletters.
- Emcee mentions throughout.

### **HARMONICA \$500**

- Identified as the Harmonica sponsor of the event.
- Name recognition on venue banner.
- Emcee mentions throughout.

### **FRIENDS OF BLUEGRASS \$250**

- Identified as the Friends of Bluegrass sponsor of the event.
- Name recognition on venue banner.
- Emcee mentions throughout.

**SPONSORSHIP DEADLINE: FRIDAY, MARCH 4, 2016**

## River Falls Days

Support the community's largest event featuring three days of activities July 8-10 including a Friday night parade, live music, local non-profit food vendors, carnival, family fun events, and a firework display to wrap up the weekend.

### **CORPORATE SPONSORSHIP**

Sponsors in this category will receive the benefits listed below each category, as well as all of the benefits listed under the General Sponsorship Platinum level (on the next page).

#### **FRIDAY GATE SPONSOR (LIMIT 1) \$2,000**

Sponsoring business will receive premiere recognition for all Friday night promotion and activities. Friday Gate sponsors will have a 3' x 8' banner with their business name and logo hanging at each of the two primary gate entrances. Sponsor name will be used in all references to the night gate in promotional materials, as well as premier logo placement within the Schedule of Events brochure and volunteer t-shirts.

#### **MAIN STAGE TENT (LIMIT 2) \$1,500**

Sponsoring businesses will receive premiere recognition for all Friday and Saturday Main Stage promotion and activities. Main Stage sponsors will have a 3' x 8' banner with their business name and logo hanging from the Main Stage throughout the weekend and will be viewed by thousands of guests. Sponsor names will be used in all references to the Main Stage in promotional materials, as well as premier logo placement within the Schedule of Events brochure and listed on the volunteer t-shirts.

#### **10K/2M RACE (LIMIT 2) \$1,500**

Sponsoring businesses will receive premiere recognition for Saturday morning's 10K/2M and 1K Fun Run. Race sponsors will have a 3' x 8' banner with their business name and logo displayed at Glen Park on the morning of the race for over 500 runners and their families to see. Sponsor names will be used in all references to the race in promotional materials, as well as premier logo placement within the Schedule of Events brochure and volunteer t-shirts. Logo will be included on all race specific materials including runner t-shirts, race flyers, promotional materials and more.

#### **FIREWORKS (LIMIT 3) \$1,000**

Sponsoring businesses will receive premiere recognition for the popular fireworks event. Sponsors will have a 3' x 8' banner with their business name and logo hanging at Hoffman Park during River Falls Days, leading up to the night of the fireworks display. Sponsor names will be used in all references to the fireworks in promotional materials, as well as premier logo placement within the Schedule of Events brochure and on the volunteer t-shirts.

#### **ACTIVITIES TENT (LIMIT 2) \$1,000**

Sponsoring businesses will receive premiere recognition for all tent activities including the live kids music and entertainment that takes place on Saturday. Sponsor will have a 3' x 8' banner with their business name and logo hanging from the activities tent stage that draws many families to the tent for hours of family fun entertainment. Sponsor names will be used in all references to the activities tent in promotional materials, as well as premier logo placement within the Schedule of Events brochure and on the volunteer t-shirts.

### **GENERAL SPONSORSHIP:**

General Sponsorship dollars are targeted toward funding special events and to help offset the many costs associated with River Falls Days. The sponsors in this category will receive the benefits listed below according to the sponsorship level.

#### **PLATINUM SPONSOR \$750+**

- Recognition on the River Falls Days sign at the north and south entrances to the city of River Falls.
- Logo on posters, print ads and other promotional materials.
- Recognition during the River Falls Days Race, and Downtown Events as a Platinum Sponsor. (Sponsors will be announced by the Public Address Announcer continuously throughout the weekend).
- Recognition with logo on the Chamber newsletter and website.
- Sponsor names will be used in all references to Platinum Sponsor in promotional materials, as within the Schedule of Events brochure.

#### **GOLD SPONSOR \$500**

- Sponsor names will be used in all references to Gold Sponsor in promotional materials, as within the Schedule of Events brochure.
- Recognition with logo in the Chamber newsletter and website.
- Emcee mentions throughout the festival.

#### **CAR CRUZE-IN \$500**

- Sponsor name will be used in all references to the Car Cruze in promotional materials.
- Logo listed on Car Cruze-In banner.
- Opportunity to place a promotional booth on Main Street during the event.
- Highlighted on Chamber social media sites.
- Emcee mentions throughout the event

#### **SILVER SPONSOR \$250**

- Sponsor names will be used in all references to Silver Sponsor in promotional materials, as within the Schedule of Events brochure.
- Name recognition in the Chamber newsletter and website.
- Emcee mentions throughout the festival.

#### **BRONZE SPONSOR \$100**

- Sponsor names will be used in all references to Bronze Sponsor in promotional materials, as within the Schedule of Events brochure.
- Name recognition in the Chamber newsletter and website.
- Emcee mentions throughout the festival.

**SPONSORSHIP DEADLINE: FRIDAY, MAY 6, 2016**

## Ambassador Golf Outing

This annual event held on Monday, August 8, is the perfect out-of-office outing for employees looking to network with others, and enjoy in afternoon of fun in the sun. Attendees will enjoy lunch and dinner, 18 hole scramble golf, opportunity to win great raffle prizes and more!

### EVENT SPONSOR \$1,000

- Four FREE Golfers and 4 drink tickets.
- Business name and logo on 3' x 8' banner displayed at event.
- Promotional booth in a premier location on-course
- Large business name and logo on promotional flyers, posters, and materials.
- Prominent recognition as event sponsor with logo on Chamber website, newsletter, and eblasts and social media sites.
- Verbal recognition during the event as Event Sponsor.
- Business name and logo displayed during the event on additional signage.

### GOLD SPONSOR \$500

- Two FREE Golfers and 2 drink tickets.
- Promotional booth on-course.
- Recognition as Gold sponsor with logo on Chamber website, newsletter and promotional materials.
- Verbal recognition during the event as Gold sponsor.
- Business name and logo displayed during the event and on-course signage.

### SILVER SPONSOR \$300

- 1 FREE Golfer
- Opportunity to have promotional booth on-course.
- Name listed as Silver sponsor on Chamber website, newsletter and promotional materials.
- Verbal recognition during the event as Silver Sponsor.
- Business name displayed during the event and on-course signage.

### BRONZE SPONSOR \$100

- Name listed as Bronze sponsor on Chamber website, newsletter and promotional materials.
- Verbal recognition during the event as Bronze Sponsor.
- Business name displayed during the event and on-course signage.

**SPONSORSHIP DEADLINE: FRIDAY, JULY 29, 2016**

## **New Teacher Welcome**

As a part of the River Falls School District's two day in-service, the Chamber will be welcoming new teachers to our business community on Tuesday, August 23. There is a sponsorship opportunity for service industries to highlight what River Falls and more specifically, your business has to offer. There are very limited sponsorship spots available per business sector, so spots will be offered on a first come basis.

Included within this sponsorship is the opportunity for one of your business employee representatives to attend and provide a brief overview of your business in front of 20-25 new teachers. Business representatives and teachers will then be intermixed at tables to allow the opportunity for a more intimate conversation within a small group setting during breakfast.

A community welcome "swag bag" will also be distributed to each new teacher. If you are interested in including a promotional item, brochure, etc. within this bag (whether sponsoring or not), please bring 25 items to the Chamber office.

**NEW TEACHER WELCOME \$150**

**SPONSORSHIP DEADLINE: FRIDAY, AUGUST 5, 2016**



## Bacon Bash

This two-day festival held September 17-18, is a celebration of all things bacon! This event includes a variety of family-friendly activities where young and old are invited to taste a plethora of bacon-inspired dishes and partake in cook-off competitions, pig-themed activities including a pet parade, a variety of contests live music, merchandise from local artists/vendors and more! The 4<sup>th</sup> Annual event is expected to draw 15,000-17,000 bacon enthusiasts.

### **PORKTACULAR SPONSOR (LIMIT 1) \$10,000**

- Premium name and logo recognition in advertising including, but not limited to:
  - Corporate logo prominently displayed on Bacon Bash volunteer t-shirt.
  - 500 postcards distributed during River Falls' events and parades in neighboring communities.
  - 100 posters displayed in River Falls and the surrounding area.
  - Prominent logo placement in print ads and Bacon Bash promotional materials.
  - Prominent logo placement on Bacon Bash website, social media sites with link to company website and e-newsletters.
  - Logo on additional promotional flyers, posters and materials.
- Emcee mentions throughout the Bacon Bash.
- Mentions in news releases and public relations' campaigns.
- Opportunity to set up booth space for two 10' x 10' booths (or other space as prearranged with the River Falls Chamber in the Merchant Marketplace to promote your business. (No or low-cost activities are encouraged to attract visitors to booth).

### **WHOLE HOG \$5,000**

- Premium name and logo recognition in advertising including, but not limited to:
  - Corporate logo prominently displayed on Bacon Bash volunteer t-shirt.
  - 500 postcards distributed during River Falls' events and parades in neighboring communities.
  - 100 posters displayed in River Falls and the surrounding area.
  - Prominent logo placement on Bacon Bash website, social media sites with link to company website and e-newsletters.
  - Logo on additional promotional flyers, posters and materials.
- Emcee mentions throughout the Bacon Bash.
- Mentions in news releases and public relations' campaigns.
- Opportunity to set up booth space for two 10' x 10' booths (or other space as prearranged with the River Falls Chamber in the Merchant Marketplace to promote your business. (No or low-cost activities are encouraged to attract visitors to your booth).

## **HOG HEAVEN \$2,500**

- Premium name and logo recognition in advertising including, but not limited to:
  - Corporate logo prominently displayed on Bacon Bash volunteer t-shirt.
  - 500 postcards distributed during River Falls' events and parades in neighboring communities.
  - Prominent logo placement on Bacon Bash website, social media sites with link to company website, and e-newsletters.
  - Large business name and logo on promotional flyers, posters and materials.
- Emcee mentions throughout the event.
- Mentions in news releases and public relations' campaigns.
- Opportunity to set up booth space for two 10' x 10' booths (or other space as prearranged with the River Falls Chamber in the Merchant Marketplace to promote your business. (No or low-cost activities are encouraged to attract visitors to your booth).

## **BACON BASH COOKING DEMONSTRATION (LIMIT 1) \$1,000**

Sponsoring business will collaborate with the River Falls Chamber of Commerce to coordinate event and provide product/materials for demonstration. Sponsoring business can give away samples during demonstration.

- Opportunity to set up booth space for one 10' x 10' booth (or other space as prearranged with the River Falls Chamber in the Merchant Marketplace to promote your business). (No or low-cost activities are encouraged to attract visitors to your booth).
- Recognition as Cooking Demonstration sponsor with advertising including, but not limited to:
  - Large business name and logo on Bacon Bash website, social media sites and e-newsletters.
  - Large business name and logo on promotional flyers, posters and materials.
  - Business name and logo displayed during Bacon Bash on additional signage.
- Emcee mentions during Cooking Demonstration.

## **BACON BASH JUDGE'S CHOICE COMPETITION (LIMIT 1) \$1,000**

Sponsoring business will collaborate with the River Falls Chamber of Commerce to coordinate event and provide products/materials for competition. Sponsor to donate 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place prizes for winning contestants. Sponsoring business can also donate and give away prizes to participants.

- Opportunity to set up booth space for one 10' x 10' in the Merchant Marketplace to promote your business. (No or low-cost activities are encouraged to attract visitors to your booth).
- Recognition as Judge's Choice Competition sponsor in advertising including, but not limited to:
  - Large business name and logo on Bacon Bash website, Chamber e-newsletter and eblasts.
  - Large business name and logo on promotional flyers, posters and materials.
  - Business name and logo displayed during Bacon Bash on additional signage.
- Emcee mentions during Judge's Choice Competition.

### **BACON BASH KID'S COOK-OFF COMPETITION (LIMIT 1) \$1,000**

Sponsoring business will collaborate with the River Falls Chamber of Commerce to coordinate event and provide products/materials for competition. Sponsor to donate 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place prizes for winning contestants. Sponsoring business can also donate and giveaway prizes to participants.

- Opportunity to set up booth space for two 10' x 10' booth in the Merchant Marketplace to promote business. (No or low-cost activities are encouraged to attract visitors to booth).
- Recognition as Kid's Cook-off Competition sponsor in advertising including, but not limited to:
  - Large business name and logo on Bacon Bash website, social media sites and e-newsletters.
  - Large business name and logo on promotional flyers, posters and materials.
  - Business name and logo displayed during Bacon Bash on additional signage.
- Emcee mentions during Kid's Cook-off Competition.

### **BACON BASH KID'S EATING CONTEST (LIMIT 1) \$1,000**

Sponsoring business will collaborate with the River Falls Chamber of Commerce to coordinate event and provide products/materials for competition. Sponsor to donate 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place prizes for winning contestants. Sponsoring business can also donate and giveaway participant prizes.

- Opportunity to set up booth space for one 10' x 10' booth in the Merchant Marketplace to promote your business. (No or low-cost activities are encouraged to attract visitors to booth).
- Recognition as Kid's Eating Contest sponsor in advertising including, but not limited to:
  - Large business name and logo on Bacon Bash website, Chamber e-newsletter and eblasts.
  - Large business name and logo on promotional flyers, posters and materials.
  - Business name and logo displayed during Bacon Bash on additional signage.
- Emcee mentions during Kid's Eating Contest.

### **BACON LOVER \$1,000**

- Opportunity to set up booth space for one 10' x 10' booth in the Merchant Marketplace to promote your business. (No or low-cost activities are encouraged to attract visitors to booth).
- Logo and name recognition in advertising including, but not limited to:
  - Recognition on Bacon Bash website with link to company website.
  - Mention on Bacon Bash Facebook page and other social media sites.
  - Bacon Bash signage and handouts.
- Emcee mentions throughout the event.

**LITTLE PIGGY \$500**

- Logo displayed on Bacon Bash website.
- Logo on Bacon Bash signage
- Emcee mentions throughout event.

**CAR CRUZE-IN \$500**

- Sponsor name will be used in all references to the Car Cruze in promotional materials.
- Logo listed on Car Cruze-In banner.
- Opportunity to place a promotional booth on Main Street during the event.
- Highlighted on Chamber social media sites.
- Emcee mentions throughout the event

**BACON BITS \$250**

- Business listing on Bacon Bash website.
- Name on Bacon Bash signage
- Emcee mentions throughout event.

**SPONSORSHIP DEADLINE: MONDAY, AUGUST 29**

## **Leadership River Falls**

Leadership River Falls is a nine-month program dedicated to providing a comprehensive learning experience that cultivates community leadership while participants explore key community issues and avenues of involvement. Following a one-day retreat in September, participants meet for a full-day session the first Thursday of each month, October through May. The program focuses on applying leadership skills to facets of the River Falls community including natural resources, government, community life, business/industry, education and heritage. In addition, small groups work on projects designed to enhance awareness of community problems and identify systems and methods to affect change.

**INTERESTED BUSINESSES CAN SPONSOR A PARTICIPANT FROM THEIR BUSINESS FOR \$800**

**APPLICATIONS WILL BE AVAILABLE JULY 1<sup>ST</sup> AND PARTICIPANTS WILL BE SELECTED AND NOTIFIED MID-AUGUST.**

## Community Expo

This Chamber sponsored Expo (Saturday, October 22) is a great opportunity for businesses to further promote their business locally to the River Falls surrounding community and to other local businesses. In addition, this event provides FREE and fun activities for families to enjoy with their children during the fall/Halloween season. With a number of vendors choosing to dress in Halloween fashion, many families enjoy trick-or-treating at the various booths, creating an enjoyable atmosphere for a fun day of business networking.

### EVENT SPONSOR \$1,000

- Double booth space in premier location.
- Prominent business name and logo on promotional flyers, posters, and materials.
- Recognition as event sponsor with logo on Chamber website, newsletter, and eblasts.
- Business name and logo displayed during the event on additional signage.

### CO-SPONSOR \$300

- Single booth space in premier location.
- Business name and logo on promotional flyers, posters, and materials.
- Recognition as event sponsor with logo on Chamber website, newsletter, and eblasts.
- Business name and logo displayed during the event on additional signage.

### EXHIBITOR FEES

- \$80 For-Profit Member Business
- \$45 Non-Profit Member
- \$105 Non-Member (Non-profit & for-profit businesses)
- \$10 Table
- \$ 25 Electricity

**SPONSORSHIP DEADLINE: FRIDAY, OCTOBER 7, 2016**

# 2016 Sponsorship Opportunities

## Annual Awards & Recognition Banquet

- \_\_\_ \$1,200 Corporate
- \_\_\_ \$700 Gold
- \_\_\_ \$300 Silver
- \_\_\_ \$100 Bronze

## Bluegrass & Roots Festival

- \_\_\_ \$5,000 Premiere/Bluegrass Guitar
- \_\_\_ \$2,500 Main Stage/Fiddle
- \_\_\_ \$1,000 Special Event/Banjo
- \_\_\_ \$750 Platinum/Mandolin
- \_\_\_ \$500 Gold/Harmonica
- \_\_\_ \$250 Silver/Venue/Friends of Bluegrass

## River Falls Days

- \_\_\_ \$2,000 Gate Sponsor
- \_\_\_ \$1,000 Fireworks
- \_\_\_ \$1,500 Main Stage
- \_\_\_ \$1,500 Race
- \_\_\_ \$1,000 Activities Tent
- \_\_\_ \$750 Platinum
- \_\_\_ \$500 Gold
- \_\_\_ \$500 Car Cruze-In
- \_\_\_ \$250 Silver
- \_\_\_ \$100 Bronze

## Business After Hours

- Host to provide food & beverages
- \_\_\_ \$50 Valued Door Prize

## Chamber Coffee

- \$50 Sponsorship
- \_\_\_ \$50 Valued Door Prize

## New Teacher Welcome

- \_\_\_ \$150

## Ambassador Golf Outing

- \_\_\_ \$1,000 Event
- \_\_\_ \$500 Gold
- \_\_\_ \$300 Silver
- \_\_\_ \$100 Bronze

## Bacon Bash

- \_\_\_ \$10,000 Porktacular
- \_\_\_ \$5,000 Whole Hog
- \_\_\_ \$2,500 Hog Heaven
- \_\_\_ \$1,000 Cooking Demonstration
- \_\_\_ \$1,000 Judges Choice
- \_\_\_ \$1,000 Kids Cook-Off
- \_\_\_ \$1,000 Bacon Lover
- \_\_\_ \$500 Little Piggy
- \_\_\_ \$500 Car Cruze-In
- \_\_\_ \$250 Bacon Bits

## Community Expo

- \_\_\_ \$1,000 Event
- \_\_\_ \$300 Booth & Sponsorship

**\*River Dazzle is sponsored by  
Main Street BID Board**

## Business Breakfast

- \$225 Sponsorship
- \_\_\_ \$50 Valued Door Prize

## Leadership River Falls

- \_\_\_ \$800 Participant Fee

*Thank you for your investment in the River Falls Chamber.  
Complete & return to 215 W Maple St. River Falls, WI 54022*