



River Falls

**CHAMBER OF COMMERCE
AND TOURISM BUREAU**

2025

SPONSORSHIP GUIDE

UPDATED AS OF 2.28.2025



2025

DISCLAIMER

Sponsorship forms are accepted on an ongoing basis.

Payments must be received or scheduled PRIOR to the event date.

New sponsorship opportunities/changes, events, or initiatives may be introduced throughout the year. We reserve the right to update and modify our sponsorship offerings to meet evolving needs and provide additional value to our partners. All updates and new opportunities will be communicated promptly to ensure our sponsors have the most current information. We encourage prospective sponsors to stay in touch with us for the latest updates and offerings. Thank you!

Special thanks to our Chamber 360 & Stakeholder 360 Investors!

as of 2.25.2025

Stakeholder 360 Investors



Chamber 360 Investors



2025 SIGNATURE FESTIVALS

EVENT BROCHURES, PRODUCED IN PARTNERSHIP WITH O'ROURKE MEDIA
FRONT PAGE SPONSORSHIP RECOGNITION EXAMPLES



MUSIC & TASTING FESTIVAL
BLUEGRASS
BOURBON & BREWS

April 19-21, 2024

Experience River Falls
Western Wisconsin's Hometown

THE BLUEGRASS, BOURBON & BREWS FESTIVAL IS A THREE-DAY MUSICAL FESTIVAL LOCATED IN THE HEART OF DOWNTOWN RIVER FALLS, WISCONSIN. ENJOY THE CHARACTER OF THE HISTORIC MAIN STREET AS YOU MOVE FROM VENUE TO VENUE TO EXPERIENCE BOTH REGIONAL AND LOCAL BLUEGRASS MUSIC ALL WEEKEND LONG.

RIVER FALLS WELCOMES YOU TO EXPLORE THE HOMETOWN FRIENDLINESS OF OUR RIVER, TREE-LINED MAIN STREET, FRESH-WATERING FOOD, CRAFT BEVERAGES, YEAR-ROUND FESTIVALS, UNIQUE SHOPPING, AND ALL THE OUTDOOR FUN YOU CAN IMAGINE. YOU WILL FEEL LIKE YOU GROW UP HERE. WELCOME TO OUR HOMETOWN.

WILL CALL
TATTERSALL DISTILLING
FRIDAY 2:00PM
SATURDAY 12:00PM

PLATINUM SPONSORS:
River Falls Chamber of Commerce and Tourism Bureau, Family X Fresh, BGR, WESTconsin Credit Union, sfb Security Financial Bank, River Falls State Bank, Belle Ame, Tattersall Distilling, High Rising, Family X Fresh Street.



River Falls
CHAMBER OF COMMERCE AND TOURISM BUREAU

JULY 11-14TH, 2024
RIVER FALLS DAYS
50TH ANNIVERSARY
SHIMMER & SHINE

No Cover Charge!

Festival Grounds:
Heritage Park, River Falls, WI
Festival Ground, Food Vendor & Beer Tent Hours:
Thursday: 4:30-10:30pm
Friday: 4:30-10:30pm
Saturday: 9-10:30pm

PLATINUM SPONSORS:
River Falls Chamber of Commerce and Tourism Bureau, Family X Fresh, BGR, WESTconsin Credit Union, sfb Security Financial Bank, River Falls State Bank, Belle Ame, Tattersall Distilling, High Rising, Family X Fresh Street.

GOLD SPONSORS:
First National Bank, Cornhusker Chevrolet, Technical College.

SILVER SPONSORS:
River Falls Golf Club, Viking Coca-Cola, Royal Credit Union.

BRONZE SPONSORS:
Quinn Motors of Ellsworth, 4 Star Bedroom Remodel, Bills Distributing, River City Disposal, River City 50th, Pierce Regen Cooperative Services, Photo Entertainment, Chirology.

Beer Garden: Enjoy a refreshing cold beverage as you relax on our beer garden. The beer garden will be open Thursday 4:30-10:30pm, Friday 4:30-10:30pm, Saturday 11:00-10:00pm.

Food Vendors: As soon as you get to River Falls Days you will see our food vendors. Agave Kitchen, Appetit Concessions, River Falls 50th, River Falls State Bank, The Hungry Badger, Holly's Bakery, Hometown Produce, Lattin' Concessions, Smokey's BBQ.



River Falls
WESTERN WISCONSIN'S HOMETOWN

BACON BASH

HERITAGE PARK
SEPTEMBER 27-29, 2024

Festival Hours:
Friday: 4PM - 10:30PM
Saturday: 11AM - 10:30PM
Sunday: 11AM - 4PM

PLATINUM SPONSORS:
River Falls Chamber of Commerce and Tourism Bureau, Belle Ame, sfb Security Financial Bank, Family X Fresh Market, UWRP, WESTconsin Credit Union, Royal Credit Union, Green Oasis, Shawler Plumbing, Electric & Heating.

GOLD SPONSORS:
River Falls State Bank, River Falls Ace Hardware, River Falls Tire, South River Brewery, Sausage Bratery, Viking Coca-Cola.

BRONZE SPONSORS:
Action Sausage Co., K&J Meats, River Falls Ace Hardware, River Falls Tire, South River Brewery, Sausage Bratery, Viking Coca-Cola.



27TH ANNUAL RIVER FALLS RIVER DAZZLE

Friday, Nov. 29th
1:00pm - 7:00pm
Downtown Main Street River Falls

Downtown River Falls
Chili Crawl, Santa & Mrs. Claus,
Lighted Parade, Hot Cocoa,
Cookies, Kids Crafts,
Carolers & more!

Come join the fun!

Check out all 2024 holiday events happening in River Falls by scanning here.

PLATINUM SPONSORS:
Rise Baking, Family X Fresh Market, WESTconsin Credit Union, O'Rourke Media Group, Viking Coca-Cola Bottling Company, River Falls Chamber of Commerce and Tourism Bureau.

GOLD SPONSORS:
River Falls Wisconsin Department of Government Enterprise, BGR, River Falls State Bank.

SILVER SPONSORS:
River Falls, Wisconsin.

2025 SPONSORSHIP GUIDE INTRODUCTION

Let us help tell your story and promote your business to the community.

Step 1: Complete the Sponsor Form for each event you wish to sponsor

Step 2: Complete the 2025 Sponsorship Commitment Form (last page)

Step 3: Email completed forms & current logo to megan@rfchamber.com

We invite you to check out the 2025 sponsorship guide that features interactive links to learn more about events. Sponsorships are available on a first-come, first-served basis, so be sure to go to our website or give us a call.

We are committed to presenting sponsorship opportunities to assist your business with its marketing and advertising needs. Whatever your budget may look like, if you are looking for broader exposure and are interested in one or multiple sponsorship opportunities, we've got you covered!

SIGNATURE FESTIVALS

Bluegrass, Bourbon & Brews Festival: April 25 - 27

River Falls Days: July 10 - 13

Bacon Bash: September 19 - 21

River Dazzle: Friday, November 28

CHAMBER PROGRAMMING & PROFESSIONAL DEVELOPMENT

Chamber Coffee: First Friday of the Month

Annual Awards & Recognition Banquet: Thursday, February 6
Raffle & Silent Auction Donation Items

Annual Golf Outing: Tuesday, June 17
Promotional Items for Attendees, appx. 150

New Teacher Breakfast: Wednesday, August 20
Promotional Items for Teachers – est. 60 (River Falls School District, UWRF, CVTC, Heartland Montessori, Catholic)

3rd Annual Workforce Summit: Thursday, October 30



The RF Chamber Team looks forward to working with you!



BLUEGRASS, BOURBON & BREWS

APRIL 25 - 27, 2025

SPONSORSHIP DEADLINE: MARCH 21, 2025

Celebrating the best in bluegrass music, bourbon, and craft breweries. This event attracts music lovers, bourbon enthusiasts, and craft beer fans from across the region.

The Bluegrass Bourbon & Brews festival features live music throughout River Falls, with wristbanded venues for ticket holders and free venues in which anyone can attend. Hosted in partnership by the River Falls Chamber of Commerce and High & Rising.

Sponsor logos will be included on all marketing materials included in online event listing(s), and on the front page of the official event Brochure!

PRESENTING EVENT SPONSOR - \$4000 (1 Available)

- Recognition during the event, at the Main Stage
- Exclusive signage at Will Call, invitation to add insert into ticket envelopes for all attendees

GOLD SPONSOR - \$500 (please select one option below)

- _____ Main Venue Bar (1 Available) - exclusive signage at the bar, at RFGC
- _____ Beer Tasting (1 Available)
- _____ Bourbon Tasting (1 Available)
- _____ Green Room at Main Venue (Up to 2 - 1 available!)
- _____ Shuttle Sponsor (2 Available) **Just Added!**

Did you know?
The Bluegrass Facebook page
has over 6,700 followers!





RIVER FALLS DAYS

JULY 10 - 13, 2025

SPONSORSHIP DEADLINE: JUNE 2, 2025

A summer festival welcoming residents past, present, and future, to showcase River Falls as Western Wisconsin's Hometown. We are proud to combine River Falls Days traditions of the past with fresh and exciting new experiences for both local and visiting attendees. The festival grounds features food trucks, beer garden, and live music all weekend long!

Festival theme will be announced in February!

PARADE: The traditional River Falls Days Parade will take place on Friday afternoon, with 100+ units, all of your favorites are back, including marching bands, community royalty, local businesses, and non-profits, and of course, lots of candy!

Sponsorships with "Special Opportunities" outlined below, please mark your top choice with a #1 and alternative choice with a #2.

PLATINUM & GOLD SPONSORS: LOGO RECOGNITION ACROSS ALL MARKETING PLATFORMS & EVENT SIGNAGE.	
<input type="checkbox"/> PLATINUM - \$3,000	<input type="checkbox"/> GOLD - \$2,000
<p>SOLD <input type="checkbox"/> River Falls Days Beverage Tent </p> <p><input type="checkbox"/> Main Stage</p> <p><input type="checkbox"/> Custom Package</p> <p style="text-align: center;"><i>Work with us to create a custom opportunity that fits your business!</i></p>	<p><input type="checkbox"/> Dining Tent</p> <p>SOLD <input type="checkbox"/> Parade Livestream</p> <p><input type="checkbox"/> Marching Bands (2 Available)</p> <p><input type="checkbox"/> Fireworks (2 Available)</p> <p><input type="checkbox"/> Kids Activities Tent</p> <p><input type="checkbox"/> Meet River Falls Booth Fair</p> <p><input type="checkbox"/> Family Entertainment - TBA (2 Available)</p>
SILVER & BRONZE SPONSORS: TEXT RECOGNITION ACROSS ALL PLATFORMS.	
SILVER SPONSORS: LOGO WILL BE USED ON SPECIAL OPPORUNITY AREA(S) SIGNAGE.	
<input type="checkbox"/> SILVER - \$1,000	<input type="checkbox"/> BRONZE - \$500
<p><input type="checkbox"/> Marching Band Pizza Party</p> <p><input type="checkbox"/> ATMs</p> <p><input type="checkbox"/> Medallion Hunt</p> <p><input type="checkbox"/> Sunday Car Cruze (up to 2 - 1 available!)</p>	<p>Thank you for recognizing the importance of this event and supporting the festival. We thank you, and the community thanks you! Watch for your business' name to appear in our "Thank You" listings.</p>

Did you know?

The River Falls Days Facebook page has over 8,700 followers!






BACON BASH

SEPTEMBER 19-21, 2025

SPONSORSHIP DEADLINE: AUGUST 15, 2025

Bacon Bash celebrates all things bacon! Bacon Bash features a variety of activities where young and old are invited to taste bacon-inspired dishes and partake in activities including a variety of contests, FFA Kids Activities, booth fair, live music, and much more!

Sponsorships with "Special Opportunities" outlined below, please mark your top choice with a #1 and alternative choice with a #2.

<p>PLATINUM & GOLD SPONSORS: LOGO RECOGNITION ACROSS ALL MARKETING PLATFORMS & EVENT SIGNAGE.</p>	
<input type="checkbox"/> PLATINUM - \$3,500	<input type="checkbox"/> GOLD - \$1,500
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="width: 45%;"> <p>SOLD <input type="checkbox"/> Main Stage</p> <p><input type="checkbox"/> Custom Package</p> <p style="text-align: center;"><i>Work with us to create a custom opportunity that fits your business!</i></p> </div> <div style="width: 45%; text-align: center;">  </div> </div>	<p><input type="checkbox"/> Family Activities Stage</p> <p><input type="checkbox"/> Bacon Central</p> <p><input type="checkbox"/> Bacon Bash Beer Garden</p> <p><input type="checkbox"/> FFA Kids Activities Area</p> <p><input type="checkbox"/> Booth Fair</p>
<p>SILVER & BRONZE SPONSORS: TEXT RECOGNITION ACROSS ALL PLATFORMS.</p> <p>SILVER SPONSORS: LOGO WILL BE USED ON SPECIAL OPPORUNITY AREA(S) SIGNAGE.</p>	
<input type="checkbox"/> SILVER - \$750	<input type="checkbox"/> BRONZE - \$250
<p><input type="checkbox"/> When Pigs Fly</p> <p><input type="checkbox"/> Pigs in the Park/Golden Pig Hunt</p> <p><input type="checkbox"/> ATM's</p> <p><input type="checkbox"/> Sunday Car Cruze (up to 2 - 1 available!)</p> <p><input type="checkbox"/> Custom Package</p>	<p>Thank you for recognizing the importance of this event and supporting the festival. We thank you, and the community thanks you! Watch for your business' name to appear in our "Thank You" listings.</p>

Did you know?
The Bacon Bash Facebook
page has over 5,200 followers!





RIVER DAZZLE

A locally-loved holiday celebration!

NOVEMBER 28, 2025

SPONSORSHIP DEADLINE:

OCTOBER 31, 2025

Sponsorships with "Special Opportunities", outlined below, please mark your top choice with a #1 and alternative choice with a #2.

Sponsor logos will be included on all marketing materials at the event included, the online event listing(s) pre & post event, and on the front page of the River Dazzle Brochure! 3000+ brochures are distributed via newspaper insertion and local distribution.



CHRISTMAS CHEER CHAMPION - \$500



Lighted Parade Live Stream Sponsor (1 available)

_____ Santa Fun Run on Main Street (1 available)

_____ Ice Sculpture Demonstration (new activity implementation is subject sponsorship, 2 available)



SANTA SUPPORT SQUAD - \$250

_____ Trolley Sponsor (2 available)

_____ Candy Canes for kids, from Santa! (2 available)

IN-KIND DONATION(S)

In-kind donors will receive sponsorship recognition based on the monetary value of the donation. THANK YOU!

CHAMBER COFFEE

2025 SOLD OUT!

CONSIDER SPONSORING IN 2026!

Sponsors have the opportunity to set up a display and have some time designated to talk about their business. Other benefits include:

- Logos featured in online event listing
- Recognition on LinkedIn and other social media platforms following the event
- Featured on printed signage at the event
- Welcome to set up display/organization information at the event & opportunity
- to spend 5-10 minutes talking to all attendees during the event, if desired

JUST ADDED! - 2026 Schedule

Friday, January 10, 2025
Friday, February 7, 2025
Friday, March 7, 2025
Friday, April 4, 2025
Friday, May 2, 2025
Friday, September 5, 2025
Friday, October 3, 2025
Friday, November 7, 2025
Friday, December 5, 2025

2025 Schedule

Friday, January 10, 2025
Friday, February 7, 2025
Friday, March 7, 2025
Friday, April 4, 2025
Friday, May 2, 2025
Friday, September 5, 2025
Friday, October 3, 2025
Friday, November 7, 2025
Friday, December 5, 2025

Sponsorship Cost: \$75

Payment: Invoices will occur for the first half of the year, and second half of the year.
Jan – May, invoiced in December 2024, September – December, Invoiced in August 2025.

1st choice, Month: _____ **2nd choice, Month:** _____

3rd choice (optional), Month: _____

Would you like to provide the coffee & treats for the program?: ____ Yes ____ No

If available, are you interested in being a host location? ____ Yes ____ No

Would you like to provide an item for a business card raffle at the event? ____ Yes ____ No
A raffle item is not required, but it is a fun way to engage with the attendees!

**Staff will confirm availability of your date selection
upon receipt of commitment form.**


ANNUAL AWARDS & RECOGNITION BANQUET

FEBRUARY 6, 2025

SPONSORSHIP DEADLINE: JANUARY 21, 2025

The Annual Awards and Recognition Banquet is the largest Chamber networking event of the year, held at Kilkarney Hills Golf Course! The Annual Awards banquet offers many opportunities to promote your business to over 200 organizations and individuals. Listed below are ways to capitalize on the promotional and advertising opportunities available through this event.

Corporate Sponsor (\$1200)

 Logo recognition in the Chamber newsletter, website, program, and event signage. Recognition during the event program. (Includes 4 meals)

Gold Sponsor (\$800) 15 available

Logo recognition in the Chamber newsletter, website, program, and event signage. Verbal recognition during the event program. (Includes 2 meals) **BENEFIT ALERT, SEE BELOW!**

Silver Sponsor (\$500) 5 available

Small logo recognition in the Chamber newsletter, website, program, and event signage. Verbal recognition during the event program. (No meals included) **BENEFIT ALERT, SEE BELOW!**

Bronze Sponsor (\$250) 5 available

Name recognition in the Chamber newsletter, website, program, and event signage. Verbal recognition during the event program. (No meals included)

Raffle & Silent Auction Donations

Name recognition on the Chamber website and verbal recognition during the event program. The deadline to donate items is Monday, January 20, 2025.

To confirm your sponsorship, please select (x) your sponsor level on this form.

First and Last Names of attendees (Corporate & Gold Sponsors only):

**SPECIAL THANKS TO
OUR CORPORATE
EVENT SPONSOR:
ROYAL CREDIT UNION**



BENEFIT ALERT!
**STAKEHOLDER 360 INVESTORS
RECEIVE GOLD SPONSORSHIP;
CHAMBER 360 RECEIVE
SILVER SPONSORSHIP**

ANNUAL GOLF OUTING

Connect. Collaborate. Compete.

JUNE 17, 2025

SPONSORSHIP DEADLINE: MAY 30, 2025

SPONSOR BENEFITS	Corporate \$1000 (Limit 1)	Lunch \$500 (Limit 1)	Hole \$300 (ADDITIONAL INFO REQUIRED) BENEFIT ALERT, SEE BELOW!	Beverage Cart \$300 (Limit 2)	Awards \$300 (Limit 2)	Golf Cart \$50 (Limit 10)
Free Team & Special Recognition on Event Marketing Materials	SOLD					
Premier Hole Location	X					
Promotional Booth on Course	X	optional	X	Signage on Bev Cart		
Lunch for Participating Volunteers	X		X			
Logo Displayed at Venue	X		X			
Website Event Page	Logo	Logo	Logo	Listing	Listing	Listing
Social Media Thank You Post (s)	Logo	Logo	Listing	Logo	Logo	Listing
Pre/Post Event Newsletters	Logo	Logo	Listing	Listing	Listing	Listing
PLEASE MARK (X) DESIRED SPONSORSHIP LEVEL IN THIS ROW:	SOLD					

18 booth locations available on the course. 2 sponsors per hole available.

HOLE SPONSORS: WOULD YOU LIKE TO SET UP A BOOTH ON THE COURSE?

YES - # of reps attending: _____
Please provide first and last name/email of representative(s)

NO - we are not able to host a booth on the course during the event.



NEW TEACHER BREAKFAST

WEDNESDAY, AUGUST 20, 2025

SPONSORSHIP DEADLINE: AUGUST 6, 2025

Join the Chamber in welcoming teachers & faculty to the River Falls community for the 2025-26 school year!



SCHOOL DISTRICT OF
River Falls



As a sponsor, we invite you to send a representative from your business to attend the event and enjoy breakfast at no additional cost.

Business reps will be seated among the new staff and faculty to act as "table captain." Following breakfast, we will do introductions and give sponsors the opportunity to briefly share information about their business. Space is limited for this event; we ask that only **one representative** from each sponsor attends to represent your organization.

A community welcome "swag bag" will be distributed to each new teacher coming to River Falls School District. In an effort to include our partners in education, we will also be providing welcome bags to CVTC, UWRF, Heartland Montessori and St. Bridget's Catholic.

Total estimated number of items needed: 60

Swag Items are needed by: Thursday, August 14, 2025

Please select sponsor/donation option(s) below.

\$200 - Yes, I would like to be an Event Sponsor *BENEFIT ALERT, SEE BELOW!*

Please select option below.

Yes, a representative will be attending the breakfast.

Name of attendee: _____

Email: _____

No, a representative will not be able to attend.

Swag: Yes, We would like to donate swag items for teachers



BENEFIT ALERT!
**STAKEHOLDER, CHAMBER 360,
GROWTH TIER + POLICY AND
WORKFORCE SOLUTIONS INVESTORS
RECEIVE SPONSORSHIP**

3rd ANNUAL WORKFORCE SUMMIT

TUESDAY, OCTOBER 28, 2025

SPONSORSHIP DEADLINE: OCTOBER 10, 2025

With 100+ attendees from across the region, this is the premier workforce event of the season! This event is brought to you in partnership by Family Friendly Workplaces and the River Falls Chamber. Our goal is to bring in experts in the field of workforce development to River Falls, that you may not see or hear from on a regular basis.

Sponsors are the key to bringing quality speakers to the region.



- Gold Sponsor (\$750) BENEFIT ALERT, SEE BELOW!**
 - Invitation to introduce speakers during event
 - Logo recognition in the Chamber newsletter, website, program, and event signage. Verbal recognition during the event program.

- Silver Sponsor (\$250)**

Small logo recognition in the Chamber newsletter, website, program, and event signage. Verbal recognition during the event program.

- Bronze Sponsor (\$100)**

Name recognition in the Chamber newsletter, website, program, and event signage. Verbal recognition during the event program.

BENEFIT ALERT!
STAKEHOLDER 360, CHAMBER 360,
GROWTH TIER +POLICY AND
WORKFORCE SOLUTIONS INVESTORS
RECEIVE GOLD SPONSORSHIP



2025 SPONSORSHIP COMMITMENT FORM

Chamber staff will confirm your sponsorship selections within 1-2 weeks of receiving completed forms.

Please email jpeg or png version of logo with sponsorship forms.

BUSINESS NAME: _____

(exactly as you wish it to appear in marketing materials)

SPONSORSHIP SUBMISSION, PLEASE SELECT (x) ALL THAT APPLY:

SIGNATURE FESTIVALS

___ Bluegrass, Bourbon & Brews Festival

___ River Falls Days

___ Bacon Bash

___ River Dazzle

CHAMBER PROGRAMMING

___ Chamber Coffee

___ Annual Awards & Recognition Banquet

___ Annual Golf Outing

___ New Teacher Breakfast

___ 3rd Annual Workforce Summit

Due to credit card processing fees, check is the preferred payment method for sponsorships.

PAYMENT INFORMATION

___ CHECK ENCLOSED, TOTAL: _____

___ PLEASE INVOICE, please circle preferred invoice method: MAIL or EMAIL

RECEIPT UPON PAYMENT REQUESTED: ___ YES, if yes, please circle receipt method: MAIL or EMAIL
___ NO

CONTACT NAME: _____ TITLE: _____

EMAIL: _____ PHONE: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

COMMENTS OR QUESTIONS? _____

PLEASE REMIT FORM(S) AND CURRENT LOGO TO:

Event & Program Manager, Megan Hausch
megan@rfchamber.com

MAILING ADDRESS:

River Falls Chamber of Commerce
215 W. Maple Street, River Falls, WI 54022

STAFF USE ONLY	
DATE RECEIVED:	_____
INVOICED:	Y / N
PAYMENT RECEIVED:	Y / N
LOGO RECEIVED:	Y / N