

CHAMBER OF COMMERCE AND TOURISM BUREAU

SPONSORSHIP GUIDE

UPDATED AS OF 4.1.2025





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!

Stakeholder 360 Investors























Chamber 360 Investors





















2025 SIGNATURE FESTIVALS

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









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!

thank you

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: February 12, 2026
Raffle & Silent Auction Donation Items

Annual Golf Outing: Tuesday, June 17, 2025Promotional Items for Attendees, appx. 150

New Teacher Breakfast: Wednesday, August 20, 2025 Promotional Items for Teachers – est. 60 (River Falls School District, UWRF, CVTC, Heartland Montessori, St. Bridget's)

3rd Annual Workforce Summit: Thursday, October 30, 2025







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 all types of tourists - from music lovers, bourbon enthusiasts, to 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 Custom participation - let us know how you would like to be engaged!
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)



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.					
PLATINUM - \$3,000	GOLD - \$2,000				
River Falls Days Beverage Tent Main Stage Custom Package Work with us to create a custom opportunity that fits your business!	Dining Tent Parade Livestream Marching Bands (2 Available) Fireworks (2 Available) Kids Activities Tent Meet River Falls Booth Fair Family Entertainment - TBA (2 Available) Laser Light Show				
SILVER & BRONZE SPONSORS: TEXT RECOGNITION ACROSS ALL PLATFORMS. SILVER SPONSORS: LOGO WILL BE USED ON SPECIAL OPPORUNITY AREA(S) SIGNAGE.					
SILVER - \$1,000	BRONZE - \$500				
Marching Band Pizza Party ATMs Medallion Hunt Sunday Car Cruze (up to 2 - 1 available!)	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.				

Vid 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.

PLATINUM & GOLD SPONSORS: LOGO RECOGNITION ACROSS ALL MARKETING PLATFORMS & EVENT SIGNAGE.				
PLATINUM - \$3,500	GOLD - \$1,500			
Main Stage Custom Package Work with us to create a custom opportunity that fits your business!	Family Activities Stage Bacon Central Bacon Bash Beer Garden FFA Kids Activities Area Booth Fair			
SILVER & BRONZE SPONSORS: TEXT RECOGNITION ACROSS ALL PLATFORMS. SILVER SPONSORS: LOGO WILL BE USED ON SPECIAL OPPORUNITY AREA(S) SIGNAGE.				
SILVER - \$750	BRONZE - \$250			
 When Pigs Fly Pigs in the Park/Golden Pig Hunt ATM's Sunday Car Cruze (up to 2 - 1 available!) Custom Package 	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.			



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 (2 available) lee 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

SOLD OUT - 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 & trea	ts for the program?:	_ Yes	_ No	
lf available, are you interested in being a h	ost location? Yes_	No		
Would you like to provide an item for a bus A raffle item is not required, but it is a fun w				No

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



ANNUAL AWARDS & RECOGNITION BANQUET

THURSDAY, FEBRUARY 12, 2026 SPONSORSHIP DEADLINE: Thursday, JANUARY 22, 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.





ROYAL CREDIT UNION Logo recognition in the Chamber 15

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

	orginage messagrinal game event program (message)
	Gold Sponsor (\$800) 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) Small logo recognition in the Chamber newsletter, website, program, and event signage. Verbarecognition during the event program. (No meals included) BENEFIT ALERT, SEE BELOW!
	Bronze Sponsor (\$250) 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.
Тос	onfirm 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 - CLIFTON HOLLOW SPONSORSHIP DEADLINE: MAY 30, 2025

SPONSOR BENEFITS	Corp orate \$1000 (Limit 1)	Lunch \$500 (Limit 2)	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	х					
Promotional Booth on Course	x	optional	x	Signage on Bev Cart		
Lunch for Participating Volunteers	x		x			
Logo Displayed at Venue	х		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:	SOLO					

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)

Hole Sponsor Disclaimer: Alcohol/THC samples are not allowed to be distributed during the event.

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!

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 THURSDAY, OCTOBER 30, 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 (\$1000) 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. Chan

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 m	narketing materials)
SPONSORSHIP SUBMISSION, PLEASE SELECT (x) A	LL THAT APPLY:
SIGNATURE FESTIVALS	CHAMBER PROGRAMMING
Bluegrass, Bourbon & Brews Festival	Chamber Coffee
River Falls Days	Annual Awards & Recognition Banquet
Bacon Bash	Annual Golf Outing
River Dazzle	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 i	nvoice method: MAIL or EMAIL
RECEIPT UPON PAYMENT REQUESTED: YES, i	f yes, please circle receipt method: MAIL or EMAIL
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