



June 6-9, 2019

Dear Friends of the Frolic,

Our volunteer board has been working hard behind the scenes over the last few months to plan the **51st Mount Horeb Summer Frolic**, which takes place Thursday, June 6-Sunday, June 9, at Grundahl Park. We are now at the most important point in the planning process: matching businesses and organizations with our sponsorship opportunities. That's where YOU come in!

Committed sponsors help us deliver on our promise to invest in projects that enhance the Mount Horeb area's quality of life. We're asking you to lend your support to keep our long-standing festival tradition alive, so we can contribute funds raised to local parks, treasured community institutions and other worthy efforts.

We're so excited about this year's festival! For live music, we'll be hosting **The Foo Foo Dolls, The Conv3rters, Madison County** and **Wheelhouse** in the beer tent throughout the weekend, with fireworks at dusk on Saturday. **Mr. Ed's Magical Midways** will return to provide carnival rides and attractions. The Norsk Run/Walk returns, with improvements. Our Sunday parade planning is underway to entertain community members of all ages. And new this year, we've moved up our raffle drawing to 4 p.m. Sunday so more people are present to see all the amazing prizes won, from a 55" 4K LED TV with surround system to two of the latest iPhones.

We value your sponsorship, and each level comes with its own benefits:

Friday Night Entertainment Sponsor (\$1,000). *This exclusive sponsor may decorate the band and beer tents with company materials and provide can koozies to hand out; receives logo recognition in all Frolic promotions, and complimentary beverages and food for four on Friday night; and is thanked throughout the evening as well as during Sunday's raffle drawing. This sponsor gets the third spot in the Sunday parade lineup.*

Saturday Night Entertainment Sponsor (\$2,000). *This exclusive sponsor receives the same benefits as the Friday Night Entertainment Sponsor but gets the second spot in the parade lineup, with additional recognition from the announcer; and receives complimentary beer and food for 10 employees or friends on Saturday night.*

Fireworks Co-Sponsor (\$750; only two available; perfect family-friendly opportunity!). These sponsors will be thanked before the fireworks show and may provide promotional items for those in attendance.

Business Champion Sponsor (\$500; no limit to the number of sponsors)

Community Sponsor (\$250; no limit to number of sponsors)

All sponsors will receive one complimentary parade entry, social media and website recognition, and the opportunity to display a promotional sign on the fence at Grundahl Park throughout Summer Frolic weekend. Signs must be smaller than 3' x 5'. Please stop by the park during setup on June 4-5 to place your signs.

The sponsorship form is below. Please fill it out completely, and return it with your check and/or the enclosed parade entry form in the envelope provided by May 10.

Interested in volunteering? You can also use the form below to express your interest, and mail it back to us, or send us an email. We'll find a job for you!

You can be a Frolic champion by attending our events throughout the weekend, and bringing your friends. Visit our Instagram and Facebook pages, and like and share our posts, too.

Since the Summer Frolic began more than 50 years ago, it has raised **MILLIONS** of dollars that go right back into the community. With your help, along with countless volunteers who dedicate their time, we hope we'll be Frolicking for many more years to come!

One last note: A huge thank you to Mark Webber, our former treasurer, for his many years of service.

Sincerely,



Rob Boelkes
President, Mount Horeb Summer Frolic

Sponsor Amount Enclosed: \$ _____ Sponsor Level: _____

Business Name: _____ Phone: _____

Address: _____ Email: _____

City/State/ZIP: _____ Contact Name: _____

My business would like to donate a prize for the raffle tent drawings that are held throughout the weekend for those who buy raffle tickets.

Item to be donated: _____

(please email info@mthorebsummerfrolic.com to arrange a time for your item to be picked up, or drop it off at the Welcome Center, 300 E. Main St.)

I'm able to volunteer. Please contact me.

Make checks payable to Mount Horeb Summer Frolic. Thank You!

P.O. Box 252 * Mount Horeb, WI 53572 * mthorebsummerfrolic.com * info@mthorebsummerfrolic.com