



June 10-13, 2021

Dear Friends of the Frolic,

Nearly 22 years and one pandemic since I moved to Mount Horeb, the strong sense of community that initially drew me here has continued to multiply. And in the five years since I joined the **Mount Horeb Summer Frolic** board of directors, the passion and enthusiasm of our volunteers continues to impress me. While our event may look and feel a little different than in the past, our committed organizers understand the importance of offering a safe way for our community to once again connect and thrive in the wake of so many challenges and constantly changing public health orders.

We invite you to join us as a sponsor of the 2021 Summer Frolic, which takes place Thursday, June 10-Sunday, June 13, at Grundahl Park. The loss of our 2020 Frolic had a significant impact on our finances; we issued grants to our nine member service organizations last year to help them maintain their operational expenses, but that leaves us with a much greater need for sponsorship dollars this year.

Your support helps us offset more than \$25,000 in annual event expenses, sustains our nine service organizations, and generates additional funds that are reinvested in our local parks and recreation opportunities. With this year's theme of "**Get Outside & Frolic!**" we'll present a safe, fun Frolic experience for residents of all ages. There will be a youth baseball tournament, bingo, a carnival, the Norsk Run, a beer tent, fireworks and a parade. All events will adhere to the public health order at event time. And new this year is a recreation-themed raffle ticket plus a large silent auction! Donations to the auction are welcomed.

Each sponsorship level comes with its own benefits:

**Frolic Fanatic** (\$2,000). *These "all-in" sponsors (maximum of four) will get a logo listing on all Frolic promotion graphics, including a large banner at the event, two Mount Horeb Mail ads and a listing on the website; mentions in nearly all Frolic social media posts; complimentary beverages and food for eight people on their choice of Friday or Saturday night; recognition during several Frolic activities, including the parade, beer tent entertainment, fireworks and raffle drawing; and one parade entry. These sponsors may also distribute promotional items for attendees and may display a promotional sign on the fence at Grundahl Park throughout Summer Frolic weekend. Signs must be 3' x 5' or smaller. Signs may be placed June 8-9 during setup.*

**Frolic Champion** (\$1,000). *These sponsors will appear on printed Frolic promotions, on the website, in one Mount Horeb Mail ad and in five social media posts. They'll also receive complimentary beer and food for 4 on Friday night, recognition during Friday musical entertainment and one parade entry.*

**Frolic Friend** (\$750). *These sponsors will be listed on an event banner and the website; thanked three times on social media; listed in a Mount Horeb Mail ad; and eligible for one parade entry.*

**Frolic Collaborator** (\$500). *This sponsorship includes a website listing, two social media posts and one parade entry.*

**Frolic Contributor** (\$250). *This level includes a website listing, one social media post and one parade entry.*

Please print the form below and mail it in with your contribution so we can start promoting your business!

Interested in volunteering? We could use some help the week of our event. Simply email [president@mthorebsummerfrolic.com](mailto:president@mthorebsummerfrolic.com). We'll find a job for you!

We realize not all businesses are in the position to give this year. You can also help us 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. When you drive around town, it's easy to see the many projects that have received our support, from Sunrise Park to the Community Garden to the Driftless Historium. YOU make this possible. We're looking forward to our community coming together for its first large event in a long time. Let's Get Outside & Frolic!

Sincerely,

Amy Mertz  
*President, Mount Horeb Summer Frolic*

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Sponsor Amount Enclosed: \$ \_\_\_\_\_ Sponsor Level: \_\_\_\_\_

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_ Contact Name: \_\_\_\_\_

My business would like to donate an item or gift certificate for the silent auction.

Item to be donated: \_\_\_\_\_

(please email [president@mthorebsummerfrolic.com](mailto:president@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](http://mthorebsummerfrolic.com) \* [president@mthorebsummerfrolic.com](mailto:president@mthorebsummerfrolic.com)