



June 12–15, 2025, at Grundahl Park

Bingo • Carnival • Norsk Run • Beer & Food Tent • Fireworks • Parade
Men's Softball Tournament (new!) • Volleyball Tournament

Dear Friend of the Frolic,

The Mount Horeb Summer Frolic is more than just a weekend of fun — it's a celebration with purpose every day. Each year, the Frolic raises vital funds to support our local parks and recreation, bringing health, joy, and connection to our entire community.

Thanks to generous support from local businesses like yours, we can make big improvements to our Grundahl Park, where we hold the festival each summer. This spring, we'll donate **\$50,000 toward new playground equipment at Grundahl Park**, and we're excited to be working with the Village of Mount Horeb Parks Department to design and build **a new concessions and storage building next to the baseball field!** This building will not only hold storage for Mount Horeb Youth Baseball and village equipment needed to maintain the field, but it'll also allow us to store our festival equipment and materials so they're easier to access for setup and teardown, reducing the workload on our volunteer team.

Additionally, Frolic proceeds will allow us to continue support of the **Wednesday Night Live** free summer concert series and consider other grants from community organizations.

The impact of your sponsorship goes far beyond upgraded equipment or a night of music, though. **Well-maintained parks and recreational programs are crucial for children's development:** They're where kids learn to collaborate, resolve conflicts, build friendships, and gain confidence. These spaces support **emotional intelligence, social skills, and mental wellness**, giving young people tools they'll use for life. At a time when youth mental health is more important than ever, access to safe, active, and inclusive spaces is not just beneficial — it's essential.

Each year, **60 percent of the Frolic's net proceeds go directly back to parks and recreation efforts**, enhancing the quality of life here in Mount Horeb. The remaining **40 percent is shared among nine local youth sports and service organizations** whose volunteers make the Frolic possible.

But we need your help. The costs of organizing a vibrant, safe community event grow every year, and this year, taxes have increased the price of fireworks and imported goods. Your sponsorship ensures that we can continue this beloved tradition, support our volunteers, and build a healthier, more connected community.

We offer a variety of sponsorship opportunities to fit every budget, with meaningful recognition for your support. View our sponsorships [here](#). You can also visit mthorebsummerfrolic.com for more information, or email questions to president@mthorebsummerfrolic.com.

[Click here to become a sponsor](#)

[Click here to complete the Parade Entry Form](#)

Also, please join us at **Countdown to Frolic** on Tuesday, May 13, from 5:30–7:30 p.m. at the Norsk Golf Club. Enjoy complimentary pizza and a beverage on us, plus enter our drawing for Frolic-branded merchandise, sign up for a volunteer shift, and find out why this signature community event is worthy of your participation!

When everyone participates, everyone wins. Help us break our all-time fundraising record this year so we can pour more resources into our treasured local parks and recreation for better community health and wellness!

With sincere thanks,

A handwritten signature in cursive script, appearing to read "Amy Mertz".

Amy Mertz
President, Mount Horeb Summer Frolic