



**Come Celebrate All Things Bacon**

Join us at the 5th Annual Bacon Bash!  
September 16 - 17, 2017 • River Falls, Wisconsin

Sat. 10AM – 7PM; Sun. 10AM – 4PM  
Heritage Park – 232 W. Maple St.



## SPONSORSHIP OPPORTUNITIES

The Bacon Bash® held in River Falls, Wisconsin, has grown to become the nation's largest free bacon festival. Brought to you by the River Falls Chamber of Commerce & Tourism Bureau (Chamber), Bacon Bash celebrates all things bacon and promises to be a "porktacular" event complete with a variety of family-friendly activities where young and old are invited to taste a plethora of bacon-inspired dishes and partake in cook-off competitions, pig-themed activities including the popular pet parade, a variety of contests (i.e. pig wing eating competition, kid's eating contests, pig calling/impersonation, etc.), arts and crafts fair, live music, microbrews and more!

### 2016 Event Highlights

- Nearly 12,000 bacon lovers converged on River Falls to attend the 2016 Bacon Bash.
- Over 41,000 annual visits to [www.riverfallsbaconbash.com](http://www.riverfallsbaconbash.com) website.
- Almost 3,000 fans on River Falls Bacon Bash Facebook page.

### For More Information

Contact the Chamber at [info@rfchamber.com](mailto:info@rfchamber.com) or (715) 425-2533, [www.riverfallsbaconbash.com](http://www.riverfallsbaconbash.com).

## TARGET MARKET

It is estimated that a growing number of attendees will be Day Trippers at the 2017 Bacon Bash resulting in a 65%/35% split between non-residents versus residents. Based on the results of the 2016 event, greater emphasis will be placed on concentrated marketing campaigns targeted to individuals 1 – 1 ½ hours from River Falls as a means to further penetrate these high-populated areas.

Primary target markets for the 2017 Bacon Bash include:

- Twin Cities urban tourists—young, hip and of various ethnicities. This segment enjoys attending cultural and neighborhood events throughout the metro area.
  - This group of people spends a higher percentage of their income on food and food-type events. The Twin Cities is home to one of the most active foodie scenes in the country and, in August 2012, was named “America’s Best—and Best Price New Food City” by Food and Wine Magazine. The Twin Cities is located 30 minutes from River Falls and has a population of 3.4 million people.
  - According to results from Longwoods International 2014 “Tourism Advertising, Evaluation and Image Study” when comparing Wisconsin to Minnesota, respondents perceive Wisconsin as:
    - A destination kids would enjoy
    - An affordable travel destination with affordable lodging and dining
    - Offering interesting fairs and events
  - Popular with agri-tourists due to foodie component plus winery and brewery tie-in
- Menomonie/Eau Claire/Rochester/La Crosse Markets.
  - Tap into neighboring markets between 1 – 1 ½ hours away that will continue to drive overnight stays & promote the attributes of River Falls such as:
    - Close proximity to the Twin Cities and the Mall of America
    - Family-friendly, suburban market
    - City on the Kinni offering a variety of river activities
    - UWRF college town with cultural events, music and more
    - Bike-friendly community with miles of trails
- River Falls’ Residents, Business Owners & College Students.

This group has traditionally supported town events such as River Falls Days and the Bluegrass Festival

## **PORKTACULAR SPONSOR (Limit 1) - \$10,000**

Promote your brand and maximize exposure as the exclusive “Porktacular” sponsor of the 2017 Bacon Bash.

- Identified as the “Porktacular” sponsor of the overall event.
- Premium name and logo recognition in advertising including, but not limited to:
  - Prominent logo placement on Bacon Bash website and social media pages with link to website.
  - 500 postcards distributed during River Falls’ events and parades in neighboring communities.
  - 100 posters displayed in River Falls and in surrounding communities.
  - Event e-blast to opt-in subscribers.
  - Space for two 10’ x 10’ booths (or other space as prearranged with the River Falls Chamber—additional fees may apply to oversized event trailers, trucks, etc.) on the festival grounds to promote your business.
  - Corporate logo prominently displayed on Bacon Bash volunteer t-shirt.
  - Emcee mentions throughout the Bacon Bash and Bacon Bash special events.
- Mentions in news releases and public relations’ activities as “Porktacular” sponsor.
- Mentions as “Porktacular” sponsor with media partners including 30-second radio spots.

## **WHOLE HOG - \$5,000**

- Identified as the Whole Hog sponsor of the Bacon Bash.
- Premium name and logo recognition in advertising including, but not limited to:
  - Prominent logo placement on event website and social media pages with link to company homepage.
  - 500 postcards distributed during River Falls’ events and parades in neighboring communities.
  - 100 posters displayed in River Falls and in surrounding communities.
  - Event e-blast to opt-in subscribers.
  - Mentioned as the Whole Hog sponsor with media partners.
  - Mentions in news releases and public relations’ activities.
  - Space for two 10’ x 10’ booths (or other space as prearranged with the River Falls Chamber; additional fees may apply to oversized event trailers, trucks, etc.) on the festival grounds with an opportunity to promote your business.
  - Corporate logo prominently displayed on Bacon Bash volunteer t-shirt.
  - Emcee mentions throughout the Bacon Bash.

## **FRIDAY NIGHT, WELCOME RECEPTION - \$2,500**

Promote your brand, maximize exposure and receive premiere recognition for all Friday night promotions and activities for the VIP welcome reception.

- Business name and logo on 3’ x 8’ sign displayed at venue entrance.
- Recognition as Friday night VIP Welcome Reception sponsor with business name and logo on Bacon Bash website and social media pages with link to website, e-newsletter and e-blasts.
- Large business name and logo on promotional flyers, posters, and materials promoting the VIP Welcome Reception.
- Opportunity to set up booth with business information or literature at venue. (No or low-cost activities are encouraged to attract visitors to booth).
- Emcee mentions during the VIP Welcome Reception.
- Mentions on Bacon Bash Facebook page and other social media outlets.
- Mentions in news releases, public relations, etc. promoting the VIP Welcome Reception.

## **HOG HEAVEN - \$2,500**

- Premium name and logo inclusions in advertising including, but not limited to:
  - Prominent logo placement on Bacon Bash website and social media pages with link to company homepage.
  - 500 postcards distributed during River Falls' events and parades in neighboring communities.
  - Logo on Bacon Bash t-shirt.
- Opportunity to set up booth or space for two 10' x 10' booths (or other space as prearranged with the River Falls Chamber—additional fees may apply to oversized event trailers, trucks, etc.) on the festival grounds with an opportunity to promote your business. (No or low-cost activities are encouraged to attract visitors to booth).
- Mention in news releases and public relations' activities.
- Emcee mentions throughout the event.

## **COOKING DEMONSTRATION (Limit 1) - \$1,000+**

Promote your brand during popular Bacon Bash events while helping defray the cost. Sponsoring business will collaborate with the River Falls Chamber of Commerce to coordinate event and provide product/materials for demonstration. Sponsoring business can give away samples during demonstration. Other benefits include:

- Recognition as Cooking Demonstration sponsor with large business name and logo on Bacon Bash website, Chamber e-newsletter and e-blasts.
- Large business name and logo on promotional flyers, posters and materials.
- Opportunity to set up one 10' x 10' booth with business information or information in the Merchant Marketplace. (No or low-cost activities or giveaways are encouraged to attract visitors to booth).
- Business name and logo displayed during Bacon Bash on additional signage.
- Emcee mentions during Cooking Demonstration.

## **ADULT COOK-OFF COMPETITION (Limit 1) - \$1,000+**

Promote your brand during popular Bacon Bash events while helping defray the cost. Sponsoring business will collaborate with the River Falls Chamber of Commerce to coordinate event and provide products/materials for competition. Sponsor to donate 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place prizes for winning contestants. Sponsoring business can also donate and give away prizes to participants. Other benefits include:

- Recognition as Adult Cook-off Competition sponsor with large business name and logo on Bacon Bash website, Chamber e-newsletter and e-blasts.
- Large business name and logo on promotional flyers, posters and materials.
- Opportunity to set up on 10' x 10' booth with business information or literature in the Merchant Marketplace. (No or low-cost activities or giveaways are encouraged to attract visitors to booth).
- Business name and logo displayed during Bacon Bash on additional signage.
- Emcee mentions during Adult Cook-off Competition.

## **KID'S COOK-OFF COMPETITION (Limit 1) - \$1,000+**

Promote your brand during popular Bacon Bash events while helping defray the cost. Sponsoring business will collaborate with the River Falls Chamber of Commerce to coordinate event and provide products/materials for competition. Sponsor to donate 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place prizes for winning contestants. Sponsoring business can also donate and give away prizes to participants. Other benefits include:

- Recognition as Kid's Cook-off Competition sponsor with large business name and logo on Bacon Bash website, Chamber e-newsletter and e-blasts.
- Large business name and logo on promotional flyers, posters and materials.
- Opportunity to set up on 10' x 10' booth with business information or literature in the Merchant Marketplace. (No or low-cost activities or giveaways are encouraged to attract visitors to booth).
- Business name and logo displayed during Bacon Bash on additional signage.
- Emcee mentions during Kid's Cook-off Competition.

## **KID'S EATING CONTEST (Limit 1) - \$1,000+**

Promote your brand during popular Bacon Bash events while helping defray the cost. Sponsoring business will collaborate with the River Falls Chamber of Commerce to coordinate event and provide products/materials for competition. Donate 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place prizes for winning contestants. Sponsoring business can also donate and give away participant prizes. Other benefits include:

- Recognition at Kid's Eating Contest sponsor with large business name and logo on Bacon Bash website, Chamber e-newsletter and e-blasts.
- Large business name and logo on promotional flyers, posters and materials.
- Opportunity to set up one 10' x 10' booth with business information or literature in the Merchant Marketplace. (No or low-cost activities or giveaways are encouraged to attract visitors to booth).
- Business name and logo displayed during Bacon Bash on additional signage.
- Emcee mentions during Kid's Eating Contest.

## **BACON LOVER - \$1,000**

- Logo and name inclusion in Bacon Bash promotional materials including, but not limited to:
  - Mention on Bacon Bash Facebook page and other social media outlets.
- Recognition on Bacon Bash website with link to company homepage.
- Logo on Bacon Bash signage and handouts as Bacon Lover sponsor.
- Opportunity to set up booth space for one 10' x 10' booth in the Merchant Marketplace to promote your business.
- Emcee mentions throughout the event.

## **LITTLE PIGGY - \$500**

- Recognition on Bacon Bash website and link to company homepage.
- Logo on Bacon Bash signage and handouts as Little Piggy sponsor.
- Emcee mentions throughout event.

## **BACON BITS - \$250**

- Recognition on Bacon Bash website.
- Name on Bacon Bash signage and handouts as Bacon Bits sponsor.
- Emcee mentions throughout event.

## HOW DO I BECOME A SPONSOR?

Simply provide the following by August 18:

- Completed Bacon Bash Sponsorship Form
- Payment for sponsorship level selected payable to the River Falls Chamber of Commerce
- Mail along with sponsorship form to:  
River Falls Chamber of Commerce & Tourism Bureau  
c/o Bacon Bash  
215 W. Maple St.  
River Falls, WI 54022
- Contact River Falls Chamber of Commerce & Tourism Bureau at 715-425-2533 or info@rfchamber.com.

## 2017 BACON BASH – SPONSORSHIP FORM

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

Contact: \_\_\_\_\_

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

\_\_\_\_\_

Contact Phone #: \_\_\_\_\_

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

Website: \_\_\_\_\_

Facebook/Twitter: \_\_\_\_\_

Sponsorship Level/Amount: \_\_\_\_\_

If Event Sponsor, exhibiting: \_\_\_ No \_\_\_ Yes; Booth Size: \_\_\_\_\_

All registered sponsors will receive confirmation via email or a phone call acknowledging acceptance.

Waiver of Liability: in consideration in your accepting this entry, I, the undersigned, intending to be legally bound, hereby for myself, my heirs, executors, and administrators waive any and all right and claims for damages I may have against the River Falls Chamber of Commerce and Tourism Bureau and the City of River Falls and their representatives, volunteers, successors, and assigns for any and all damages suffered by myself or my team in the event. Further, I grant full permission to the River Falls Chamber of Commerce and Tourism Bureau and/or other agents authorized by them to use photographs, videotapes, recording or other records of this event for legitimate reasons. I agree to abide by the rules and regulations of the Bacon Bash.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_