



COME CELEBRATE ALL THINGS BACON!
September 15 – 16, 2018 | River Falls, Wisconsin
Sat. 10AM – 7PM; Sun. 10AM – 4PM
Heritage Park – 232 W Maple St.

SPONSORSHIP OPPORTUNITIES

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, etc.), arts and crafts fair, live music, microbrews, and much more!

2017 Event Highlights

- Nearly 12,000 bacon lovers converged on River Falls to attend the festival
- Over 14,000 visits to www.riverfallsbaconbash.com website
- Over 3,000 fans on the River Falls Bacon Bash Facebook page

For More Information

Contact the Chamber at info@rfchamber.com or (715) 425-2533,
www.riverfallsbaconbash.com

TARGET MARKET

It is estimated that a growing number of attendees will be day trippers at the 2018 Bacon Bash resulting in a 65%/35% split between non-residents versus residents. Based on the results of the 2017 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 2018 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 River Falls Roots & Bluegrass Music Festival

PORKTACULAR SPONSOR (LIMIT 1) \$5,000

- Premiere logo recognition in promotional materials including, but not limited to:
 - Bacon Bash event t-shirts
 - 500 postcards distributed during River Falls' events and parades in neighboring communities
 - Print, digital, and radio ads
 - Bacon Bash website, social media sites with link to company website, and newsletters
 - Inclusion in a sponsored Facebook post
 - Additional promotional flyers, posters, and event signage as applicable
- Emcee mentions throughout the event
- Mentions in news releases and public relations' campaigns
- Opportunity to set up booth space for two 10' x 10' booths (or other space as prearranged with the River Falls Chamber in the Merchant Marketplace to promote your business (no or low-cost activities are encouraged to attract visitors to booth))

WHOLE HOG \$2,500

- Large logo recognition in promotional materials including, but not limited to:
 - Bacon Bash event t-shirts
 - Print, digital, and radio ads
 - Bacon Bash website, social media sites with link to company website, and newsletters
 - Additional promotional flyers, posters, and event signage as applicable
- Emcee mentions throughout the event
- Opportunity to set up booth space for one 10' x 10' booth (or other space as prearranged with the River Falls Chamber in the Merchant Marketplace to promote your business (no or low-cost activities are encouraged to attract visitors to your booth))

BACON BASH KIDS' COOK-OFF COMPETITION (LIMIT 1) \$1,000

Sponsoring business will collaborate with the River Falls Chamber of Commerce to coordinate event and provide products/materials for competition. Sponsor to donate 1st, 2nd and 3rd place prizes for winning contestants. Sponsoring business can also donate and give away prizes to participants.

- Recognition as Kids' Cook-off Competition sponsor in promotional materials including, but not limited to:
 - Large logo on event t-shirt
 - Large logo on Bacon Bash website, social media sites, and newsletters
 - Large logo on promotional flyers, posters, and event signage
- Emcee mentions during Kids' Cook-off Competition
- Opportunity to set up booth space for one 10' x 10' booth in the Merchant Marketplace to promote business (no or low-cost activities are encouraged to attract visitors to booth))

BACON BASH KIDS' EATING CONTEST (LIMIT 1) \$1,000

Sponsoring business will collaborate with the River Falls Chamber of Commerce to coordinate event and provide products/materials for competition. Sponsor to donate 1st, 2nd and 3rd place prizes for winning contestants. Sponsoring business can also donate and give away participant prizes.

- Recognition as Kids' Eating Contest sponsor in promotional materials including, but not limited to:
 - Large logo on event t-shirt
 - Large logo on Bacon Bash website, social media sites, and newsletters
 - Large logo on promotional flyers, posters, and event signage
- Emcee mentions during Kids' Eating Contest
- Opportunity to set up booth space for one 10' x 10' booth in the Merchant Marketplace to promote business (no or low-cost activities are encouraged to attract visitors to booth)

BACON LOVER \$1,000

- Recognition as a Bacon Lover sponsor in promotional materials including, but not limited to:
 - Large logo on event t-shirt
 - Large logo on Bacon Bash website, social media sites, and newsletters
 - Large logo on promotional flyers, posters, and event signage
- Emcee mentions throughout the event
- Opportunity to set up booth space for one 10' x 10' booth in the Merchant Marketplace to promote business (no or low-cost activities are encouraged to attract visitors to booth)

LITTLE PIGGY \$500

- Recognition as a Little Piggy sponsor in promotional materials including, but not limited to:
 - Small logo on Bacon Bash website, social media sites, and newsletters
 - Small logo on event signage
- Emcee mentions throughout the event

BACON BITS \$250

- Recognition as a Bacon Bits sponsor in promotional materials including, but not limited to:
 - Name on Bacon Bash website, social media sites, and newsletters
 - Name on event signage
- Emcee mentions throughout the event

****Custom sponsorship opportunities are available and can be tailored to your needs.
Contact the Chamber for details.***

HOW DO I BECOME A SPONSOR?

Simply provide the following by August 3:

- Completed Bacon Bash Sponsorship Form
- Payment for sponsorship level selected payable to the River Falls Chamber of Commerce
- Mail payment and sponsorship form to:
River Falls Chamber of Commerce & Tourism Bureau
c/o Bacon Bash
215 W Maple St.
River Falls, WI 54022

2018 BACON BASH – SPONSORSHIP FORM

Business Name: _____

Contact Name: _____

Address: _____

Contact Phone #: _____

Email: _____

Website: _____

Facebook/Twitter: _____

Sponsorship Level/Amount: _____

If applicable, 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: _____