



Celebrating 50 Years!

June 7–10, 2018

Dear Friends of the Frolic,

This year, we're celebrating the **50th Mount Horeb Summer Frolic!** We've come a long way since 1969, but what has remained the same is our passion for celebrating and enhancing the community.

Thanks to your support, we've hosted a fun festival each year and we've made significant investments throughout the Mount Horeb area, such as:

- **New and improved parks**, including the fitness equipment area at Sunrise Park.
- **A contribution** to the Driftless Historium, which opened last year.
- **Free live music** in Grundahl Park on weeknight evenings at Wednesday Night Live.
- **A contribution** to youth baseball.

We've planned some special events to mark our 50th Frolic, including:

- **50-cent beer** during Happy Hours on Friday and Saturday evening (yes, you read it correctly!).
- **A 50-50 raffle** daily.
- **50-cent cards** for bingo.
- **Prize giveaways** galore!

We have new bands — **The Conv3rters** and **Kings of Radio** — playing in the beer tent Thursday and Friday nights, respectively. Saturday's lineup again includes **Wurk** and **Madison County**, with fireworks at dusk. And **Mr. Ed's Magical Midways** will return to provide carnival rides and attractions.

We're particularly excited about this year's big announcement: We hope to begin our largest project ever and can't wait to share our plan, so don't miss it — come to the Frolic on Sunday afternoon to hear what's in store!

Achieving our future goals isn't possible without YOU. We appreciate your sponsorship and are pleased to offer businesses rewarding ways to support our efforts. In addition to participating in the parade, take advantage of the following 2018 sponsorship opportunities:

Friday Night Entertainment Sponsor (\$1,500): *This exclusive sponsor may decorate the band and beer tents with company materials; receives logo recognition in all Frolic promotions; and is thanked throughout the evening as well as at Sunday's raffle ceremony. This sponsor gets the third spot in the Sunday parade lineup.*

Saturday Night Entertainment Sponsor (\$2,500): *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 free beer and food for 10 of their employees or friends on Saturday night.*

Fireworks Co-Sponsor (\$1,000; only two available; great family-friendly opportunity!)

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 during setup on June 5–6 at the park to place your signs.

Below you will find the sponsorship form. Please fill it out completely, and return it with your check and/or the enclosed parade entry form in the envelope provided by May 15.

Over the last 50 years, the Summer Frolic has raised **MILLIONS** of dollars that get poured back into the community. With your help, and the support of our volunteers, we'll once again come together for another successful Frolic!

One last note: We want to thank the hardworking Summer Frolic Committee members who have moved on to different adventures. We wish them the best.

Sincerely,



Rob Boelkes
President, Mount Horeb Summer Frolic

My business would additionally 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)

Sponsor Amount Enclosed: \$ _____ Sponsor Level: _____

Business Name: _____ Phone: _____

Address: _____ Email: _____

City/State/ZIP: _____ Contact Name: _____

Please make checks payable to Mount Horeb Summer Frolic. Thank You!

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