



Riverside Park

P.O. Box 1745

La Crosse, WI 54602-1745

(608) 782-6000

September 25, 2011

30 Years Together. Come be a Part of Riverfest 2012

Dear Riverfest Supporter,

Our Riverfest Family will be celebrating our 30th Riverfest Event on July 3rd-7th, 2012 and we want you to be a part of the celebration and festivities.

We truly appreciate the support you have given us in the past and need your help in making this a spectacular year.

Each year, the support of our community businesses allows us to provide a celebration for our Independence which includes an amazing fireworks display, talent from local and national performers, while providing over \$60,000 for local organizations whose members provide many necessary volunteer hours.

At this time we are asking for your continued support and hope that you will again sponsor Riverfest in 2012.

We have made a few changes to the sponsorship levels which you will find enclosed with your commitment form.

Please consider remaining a Sponsor of Riverfest by returning your information by January 10, 2012. If you need additional information, please do not hesitate to call.

ALL SPONSORS RECIEVE:

Business name printed in all brochures (approx. 45,000+)

Business name listed on our web site at www.riverfestlacrosse.com

Business name on sign board in the park

Plus the perks of the particular sponsor level that you choose

Sincerely,

Marion Byerson

2012 Riverfest President

JoBeth Gaul

2012 Riverfest Sponsorship Director

For direct sponsorship contact:

JoBeth 790-1327