



LA CROSSE RIVERFEST  
Riverfest, Inc.  
PO Box 1745  
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Dear Potential 2018 Riverfest Supporter,

Riverfest 2017 was an outstanding year of success! Much of that success is owed to our community sponsors who make it possible for Riverfest to come back for a 36th year. While it's hard to think about July already, planning has already started on how to make Riverfest 2018 even more beneficial to our community. We hope that you can join us on this challenge.

Riverfest provides more than just an entertainment and fireworks on the 4<sup>th</sup> of July. Every button, every beverage, even food items that are purchased allow Riverfest to give back important funds to volunteer organizations around the La Crosse area. The difficulty is that as the years advance, so does the cost of running our festival. What truly allows us to give back are the community sponsors that provide a considerable amount of our yearly operating budget. Over \$40,000 is put back into our great community just in volunteer groups. These groups then run community projects like Toys for Tots, Scholarships for local students, meals for the elderly or handicap. Your continued support help make all these, and many more projects happen in our community.

Just some of the organizations we support include: The Knights of Columbus, Coulee Region Girls Hockey, River City Youth Hockey, La Crosse Kiwanis, Mississippi Valley Mayhem, The Moose Lodge, The La Crosse Jaycees, Mary Mother of the Church, Rotary After Hours, and many others that help with setup, teardown, day to day operations, and general cleaning of the grounds.

We thank some of our major sponsors from this past year including:

Kwik Trip  
Brennan Marine  
Mayo Clinic Health System  
Kaplan University  
La Crosse Radio Group  
Pepsi

LHI  
Gundersen Health System  
Reinhart Companies  
Clason Buick  
Midwest Family Broadcasting  
Festival Foods

There are many more that have are part of our support group and we have them listed on our website at [RiverfestLaCrosse.com/Sponsors](http://RiverfestLaCrosse.com/Sponsors).

We want to thank you again for your sponsorship! Opportunities will be available and we're happy to discuss any questions or concerns you have regarding your sponsorship for Riverfest 2018. We thank you for your consideration and support.

Barb Frahm  
2018 Sponsorship Director