



La Crosse Riverfest

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Dear Potential, 2021 Riverfest Supporter,

Well, 2020 certainly brought with it a very challenging year for Riverfest as well as our community, business, our sponsors. Canceling Riverfest 2020 was a decision that was very difficult for us to make; however, in the end was the exact right decision for us as well as many other area events and festivals. We want to thank every single sponsor who donated to Riverfest 2020 which did allow us to carry on with paying much of annual requirements that we pay each year and allows us to come back in 2021.

Now, we move on to planning our 2021 Riverfest. While, we fully understand 2020 brought many challenges for all our sponsors we are reaching out as we are looking to come back stronger than ever and offer the La Crosse area a Riverfest for the records. As we move forward with our planning, we are looking at many new and exciting acts as well as some of the area's favorites to return. We are going to have a four and a half day Riverfest in 2021 planning to open our doors at 4 PM on Wednesday June 30th and go through Sunday July 4th.

Riverfest is much more than just our entertainment, it is the coming together of a greater tri-state area to better the communities in which we live. Each year, we strive to better support our local groups, but as every business can attest to, cost of ownership gradually increases as well. One of Riverfest's proudest achievements from year to year is the money we keep local to our community. Over 90% of our expenditure is with businesses local to our area. Supporting Riverfest truly is supporting your community.

Beyond local businesses, Riverfest also works with local volunteer groups. In 2019, Fest was able to give back over \$30,000 to groups like 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 more.

We would like to thank some of our major sponsors from 2020 including:

Kwik Trip
Riverfest Commodores
Mayo Clinic Health System
Altra Federal Credit Union
Robert W. Baird & Co

Dave & Barb Erickson
John & Linda Lyche
Weiser Brothers
Radisson
Xcel Energy

There are many more that have a part of our support group and we have them listed on our website at 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 2021. We thank you for your consideration and support.

Derek Martin - 2021 Sponsorship Director