



Vet Fest 2017

Dear Community Partner,

Once again, runners and walkers from all across the Midwest are invited to participate in the Vet Fest Half Marathon, 5K Run/Walk, and 1 Mile Walk and to experience the beauty and friendliness of Reedsburg. The 8th Annual Vet Fest will be held Saturday, April 8, 2017 and is for competitive and non-competitive participants. Seasoned runners and short distance walkers are all welcome to participate and enjoy the Reedsburg area in a unique way. The race course highlights our beautiful city, and the scenic rural areas surrounding it, as well as the one-of-a-kind Reedsburg Area Veteran's Memorial in Nishan Park.

The race has been a wonderful success the last 7 years. We had over 750 registrants last year, with some traveling from as far away as Minnesota, Indiana, California, South Dakota, Maryland, and Virginia. For many, it was their first visit to our lovely community. We anticipate the number of racers to increase each year. This will bring repeated exposure, interest and tourism dollars to the City of Reedsburg and surrounding areas.

Over \$105,000 has been raised by this event in the past seven years. Proceeds from the 2017 Vet Fest will benefit Reedsburg Area Veteran's organizations, the Reedsburg United Fund, which helps fund over 25 non-profit agencies, Badger Honor Flight and will also be used towards a local high school scholarship.

Planning for race day requires an enormous amount of time, commitment and financing. The rewarding success of past races was due, in part to the wonderful generosity of area sponsors. As in the past, we are seeking donations and/or sponsorships from area businesses. We offer several different opportunities for businesses to support the race and receive valuable recognition and promotion as a result.

Sponsorship Levels and Benefits (Deadline is March 17, 2017):

RED: \$100.00 Cash

- Business name listed on the back of the event t-shirt and website

WHITE: \$250.00 Cash or In-Kind Donation

- Business name is listed on the back of the event t-shirt in larger print
- Logo placement on the race website (www.reedsburgvetfest.com)

BLUE: \$500.00 Cash or In-Kind Donation

- Business name and logo on the back of the event t-shirt
- Logo placement on the race website (www.reedsburgvetfest.com)
- A link to your website on the race website

We invite you to also consider adopting an aid station. There are several locations throughout the race where volunteers are needed to provide liquids to race participants. The aid stations need to be staffed from approximately 8:00am-12:00pm with 2-3 volunteers present at all times. If your business would like to "adopt" an aid station, you may display your sign or advertising at the station as a way to promote your business. We encourage you to be creative! This is a very tangible way to support the race and to inform race participants and spectators about your business. There is no cost to your business, but the help is invaluable and you will have fun! (All liquids will be provided by the race.)

The Vet Fest Half Marathon, 5K Run/Walk and 1 Mile Walk promotes Reedsburg to a previously untapped market of athletes and tourists. This is a great way for your business to be promoted to new (and existing) customers. We look forward to working with you to find innovative ways to promote the race, your business, and our wonderful community. Please do not hesitate to contact any one of our Vet Fest committee members, if you have any questions.

We thank you for your time and consideration. We hope to hear from you soon.

2017 Vet Fest Committee

Jeff Filter
608-524-6459

Brenda & Wes Siemandel
608-983-2662

Lynelle Roessler
608-415-2419

Nichelle Hoege
608-415-2610

Cody Sweet
563-543-5336

2017 VET FEST SPONSORSHIP RESPONSE FORM



Business Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Contact Person: _____

Email: _____

Please Circle Level of Sponsorship:

Red: \$100 Cash

Business name listed on the back of the event t-shirt
Business/organization name listed on the website

White: \$250.00 Cash or In-Kind Donation

Business name listed on the back of the event t-shirt in larger print
Logo placement on the race website (www.reedsburgvetfest.com)

Blue: \$500 cash or In-Kind Donation

Business name and logo on the back of the event t-shirt
Logo placement on the race website (www.reedsburgvetfest.com)
A link to your website on the race website

“Adopt an Aid Station”

Provide volunteers to serve at a specific aid station (approximately 8:00am – 12:00pm)
Provide business information to display at aid station
Business/organization name listed on the website

Mail to:

VETFEST2017

14053 Highway 58

Cazenovia, WI 53924

*Deadline is March 17, 2017

Email: vetfestrn@gmail.com

Phone: 608-524-6459

Website: www.reedsburgvetfest.com

