



VetFest 2018

Dear Community Partner,

Once again, runners and walkers from all across the Midwest are invited to participate in the VetFest Half Marathon, 5K Run/Walk, and 1 Mile Walk and to experience the beauty and friendliness of Reedsburg. The 9th Annual VetFest will be held Saturday, April 14, 2018 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 8 years. We had over 780 registrants last year, with some traveling from as far away as Montana, Colorado, California, Arkansas, Florida, Michigan, Minnesota, Iowa and Illinois. For many, it was their first visit to our lovely community. We anticipate the number of racers to increase this year. This will bring repeated exposure, interest and tourism dollars to the City of Reedsburg and surrounding areas.

Over \$117,000 has been raised by this event in the past eight years. Proceeds from the 2018 VetFest 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. VetFest is a non-profit 501C organization and all monies raised are returned back into the community.

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 24, 2018**):

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 committee.)

The VetFest 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 VetFest committee members, if you have any questions. We thank you for your time and consideration. We hope to hear from you soon.

2018 VetFest Committee

Jeff Filter	Brenda & Wes Siemandel	Lynelle Roessler	Nichelle Hoeye	Ryan Hayes	Jared Ritzer
608-524-6459	608-983-2662	608-415-2419	608-415-2610	608-963-3473	608-495-4652



2018 VETFEST SPONSORSHIP RESPONSE FORM

Business Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Contact Person: _____

Email and website address: _____

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)
Please email company logo to vetfestr@gmail.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)
Please email company logo to vetfestr@gmail.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

VetFest is a non-profit 501C organization and all monies raised are returned back into the community. Thank you in advance for your support.

Mail to:

VETFEST2018

14053 Highway 58

Cazenovia, WI 53924

***Deadline is March 24, 2018**

Email: vetfestr@gmail.com

Phone: 608-524-6459

Website: www.reedsburgvetfest.com