

Eagle River Area Festival of Flavors

August 27 & 28, 2011

Riverview Park

Eagle River, Wisconsin

Presented by the Eagle River Revitalization Program www.eaglerivermainstreet.org

Corporate and Organization Sponsorship and Promotional Opportunities

The Eagle River Area Festival of Flavors is a third year culinary event designed to celebrate and promote Wisconsin products. The event focus is to showcase not only Wisconsin food products, but to promote local goods, culinary artisans of the Northwoods (Vilas and Oneida County), and Wisconsin wineries and cheese producers. A tasting event set for Saturday 11-4, and Sunday 11-3 will require exhibitors to use at least 50% Wisconsin product and sample their creations in one to two bite portions to the admitted public. A 180' X 60' enclosed tent will house approximately 25 booths occupied by local restaurants and bakeries and 25 booths to be a blend of Wisconsin cheese producers and wineries. A targeted six booths will make up an array of Wisconsin food companies, each with a sponsored or corporate chef, or company representative preparing ethnic creations on site using the sponsoring company's products. These dishes will also be sampled to the anticipated 3000 guests over the two day tasting event. Other attractions within the tasting tent will be the Celebrate Wisconsin Store, a WI Wine Boutique, WMMB sponsored cheese carver, and The "Discover Wisconsin Theatre" tent will house many promotional and organization booths, nutrition-health & fitness events, on-stage chef demos, presentations, and contests such as the Wisconsin Church Basement Supper Contest with participation by churches across Wisconsin.

With support by the Wisconsin Department of Tourism (Joint Effort Marketing Grant for the third year), Discover Media Works, and the Wisconsin Milk Marketing Board, plus strong local partnerships such as River Valley Bank, Ministry Health Care, and Trig's Food Stores, the Festival of Flavors has a promotional budget of over \$100,000. WE NEED YOUR SUPPORT to grow this "World Class Event" (as coined by Mark Rose of Discover Wisconsin). See attached marketing plan overview.

EVENTS 2011

Festival of Flavors Art & Craft Show

Eagles of Eagle River Auction

Quilt Raffle

Cheese Carver at Work

Kids' Cow Milking

Grilled Wisconsin Cheese Recipe Contest

Kids' Cheese Head Creation Contest

Dance and Fitness Demos
Chef Demos, Celebrity Appearances, Chef's Ethnic Tasting
Guide's Shore Lunch Fish Sampling
"Targeting Hunger With Tomatoes" and Carnival Games
Presentations by Alice In Dairyland
Wisconsin Church Basement Supper Contest
Eagle River Fire Department Cream Puffs
YMCA and ERBA's "Walk It Off" Poker Fun
ERRP's "Street Food Row"
Church Basement Supper History Display
Folk Music, Bluegrass and More!

Investment Opportunities Exist Now!

Choose your event or create a NEW one!

\$1000 Non-exclusive event sponsorship includes:

- Display space 10' X 10' in appropriate tent
- Welcome reception at Riverstone Restaurant (Friday)
- Logo on web-site, dining guide, literature and banners; logo or mention on TV and radio spots
- Link to Festival of Flavors web-site
- "Celebrate the Taste" admission packages for four representatives
- Frequent mention and promos of sponsors by MC during the course of the event

\$5000 Exclusive event sponsorship includes:

All of the above perks PLUS:

- 10' X 20' Display space in appropriate tent or area
- Tasting admission packages for eight reps.
- Your name **EXCLUSIVELY** on a festival activity or event, with appropriate banners and recognition
- **EXCLUSIVE** sponsorship rights in your company's product category for an individual event;
- Hwy. 29 billboard presence with logo, if sponsorship is committed before March 21, 2011.

Act NOW! CONTACT: Cindy Meinholz, event chair person, meinholz48@yahoo.com or (715)479-8467. Or call the Eagle River Revitalization Program, Rita Fritz, Executive Director (715)477-0645.

Eagle River Area Festival of Flavors 2011 Marketing Plan Overview

The 2011 Eagle River Area Festival of Flavors target markets will be SE Wisconsin/ Milwaukee, Chicago/ North suburbs, Green Bay, Fox Valley, and Central Wisconsin/ Wausau, Stevens Point and Wisconsin Rapids. This culinary event will be targeting the female trip planners ages 25-65, and "empty nesters".

The important partnership that exists between Discover Media Works and the Eagle River Area Festival of Flavors, will provide a natural marketing machine to build awareness of this truly statewide event. The festival, as an official sponsor of "Discover Wisconsin" will appear on eight consecutive TV episodes, will have a strong presence on DiscoverWisconsin.com as well as Discover Wisconsin Radio programs statewide.

The Festival of Flavors will have excellent internet coverage through ChicagoTribune.com and JournalSentinelOnline.com with targeted impressions and travel/entertainment sections. Wisconsin Tourism Events Admails will be sent to the Department of Tourism customer database.

20,000 full color fulfillment brochures will be distributed to out of area locations and partners in the state.

Creative Brilliance, the festival's publicist will continue great relationships built during the festival's first two years with the likes of Midwest Living, Wisconsin Trails and food editors throughout the Midwest.

A high profile billboard on Highway 29/45 North has been secured so that the majority of Northwoods visitors will see the festival dates and sponsors all year.

Regional TV stations, radio and newspapers will support this unique event built around the celebration of Wisconsin products.