

Eagle River Area Festival of Flavors

August 28 & 29, 2010

Riverview Park

Eagle River, Wisconsin

Presented by the Eagle River Revitalization Program

Corporate and Organization Sponsorship and Promotional Opportunities

The Eagle River Area Festival of Flavors is a second year culinary event designed to celebrate and promote Wisconsin products. The event focus is to showcase not only Wisconsin 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 preparing ethnic dishes on site using creative recipes and the sponsoring company's products. These dishes will also be sampled to the anticipated 3000 guests over the two day tasting event. The "Discover Wisconsin Theatre" tent will house many promotional and organization booths, nutrition-health & fitness events, on-stage chef demos, presentations, contests and a festival store.

With support by the Wisconsin Department of Tourism (Joint Effort Marketing Grant of almost \$40,000 received for the second year), Discover Media Works, and the Wisconsin Milk Marketing Board, plus strong local partnerships such as River Valley Bank and Trig's Food Stores, the Festival of Flavors has a promotional budget approaching \$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 2010

Culinary History Display
"All Things Natural Art Show & Sale"
Eagles of Eagle River
Cheese Sculptor Demo; Kids' Cow
Milking Contest
Grilled Wisconsin Cheese Recipe
Contest

Kids' Cheese Head Creation Contest
Dance Demos
Chef Demos, Celebrity Appearances,
Chef's Ethnic Tasting
Guide's Shore Lunch Fish Sampling

“Targeting Hunger with Tomatoes”
Presentations by Alice In Dairyland
“World’s Largest House Made of
Cheese”
WI Church Basement Supper Contest
Appearances by Discover Wisconsin’s
Stephanie Klett
Eagle River Fire Department Cream
Puffs

YMCA Bike Rally on Three Eagle Trail
Music, Entertainment and More!

Investment Opportunities Exist Now!

Choose your event or create a NEW one!

\$1000 Non-exclusive event sponsor includes:

- Display space 10' X 10' in appropriate tent
- Welcome reception at Riverstone Restaurant (Friday)
- Logo on festival web-site and in literature and on 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 sponsor 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 or organization’s product category;
- Hwy. 29 billboard presence with logo, if sponsorship is committed before March 1, 2010.

Act NOW!

CONTACT: Cindy Meinholz, event chair person

meinholz48@yahoo.com or 715.479.8467

OR

Eagle River Revitalization Program, Rita Fritz, Executive Director

715.477.0645

Eagle River Area Festival of Flavors 2010 Marketing Plan Overview

The 2010 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.

25,000 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 year 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 web site all year.

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