WHAT IS THE FROTHEY FORAGE?

The Frothy Forage is a one-of-a-kind microbrew hike over the hills and through the prairies at Riveredge to support land restoration and conservation. The event celebrates local breweries, wineries, and food while guests enjoy tasty samples and a hike along the trails. This exciting event grows in popularity every year!

WHO PARTICIPATES IN THE FROTHY FORAGE?

Local breweries, wineries, restaurants, and food trucks are invited to partner on this event. Multiple sampling stations will be located along a hike. Food will be available from a variety of food trucks and live music will keep everyone entertained. Last year’s event sold out in just 3 short weeks, and 850 participants are anticipated to attend through the addition of another sampling area.

AS A SPONSOR, YOUR PARTNERSHIP SUPPORTS:

- Restoration and conservation of 379 acres of ‘wild Wisconsin’ at Riveredge
- Adults getting outside and being active
- Local businesses represented at the event
- Hours of fun for all involved

TENTATIVE SCHEDULE OF EVENTS:

2:30PM-3:30PM SET-UP
4:00PM-7:00PM SAMPLING & BEER TREK
4:30PM-7:30PM LIVE MUSIC

DEADLINE FOR SPONSORSHIP IS FRIDAY, JULY 17TH, 2020

Contact: Natalie Dorrler, Director of Development
262-375-2715, natalie@riveredge.us
SPONSORSHIP OPPORTUNITIES:

$2,500* PRESENTING SPONSOR
- Prominent recognition as presenting sponsor in the main event area
- Logo on signage, brochures, and promotional materials for the event
- Business Membership at the Pasque Flower Level
- 10 Complimentary tickets to the Frothy Forage Event

$1,500* TRAIL TREK SPONSOR
- Prominent placement of logo on signage, brochures, and promotional materials for the event
- Exclusive signage with company logo along the hike trail
- Business Membership at the Blazing Star Level
- 8 Complimentary tickets to the Frothy Forage Event

$500* SAMPLING SPONSOR (great for Bars & Restaurants!)
- Exclusive signage with logo at a sampling station along the hike trail
- Logo included on banners, brochures, and promotional materials for the event
- Business Membership at the Compass Plant Level
- 6 Complimentary tickets to the Frothy Forage Event

$250 FROSTY MUG SPONSOR
- Business name on event marketing materials
- 1 Complimentary Riveredge Trail-Pass Membership
- 4 Complimentary tickets to the Frothy Forage Event

$100 EVENT SPONSOR
- Business name listed on event-day brochure
- 2 Complimentary tickets to the Frothy Forage Event

$50 EVENT SPONSOR
- Business name listed on event-day brochures

RAFFLE ITEM DONATION
- Donate an item or themed basket to include in our popular Frothy raffle!

* Ask us about combining a product and monetary donation at these levels.

Event marketing includes social media engagement across several platforms (Facebook, Instagram, Twitter), magazine ads, event flyers, and webpage. All sponsorship levels include an opportunity to host an informational booth at the event, provide giveaways to participants, as well as recognition in the Riveredge Annual Report, on our Website, in our Newsletter, and included in all official press releases (if received prior to print date).