

# REEDSBURG FESTIVAL, LTD.



Greetings Reedsburg Community Partners!

Butterfest is a 54-year Reedsburg tradition that brings together families and businesses to celebrate our rich dairy heritage. Named after Reedsburg's self-proclaimed title of "Butter Capital of America", Butterfest provides family entertainment as well as being an outlet for local nonprofit organizations to earn much-needed funds which support their group's mission. Most of our events are free to the public, and we want to keep it that way. Unfortunately, these events are not free for us; a typical year's festival comes in at a cost of over \$30,000.

As we begin planning for Butterfest '26 our goal is to continue to grow by exploring new opportunities for the community to come together in a family-friendly atmosphere. However, we can't do it alone; please consider becoming a part of the tradition with a Butterfest sponsorship. We offer several levels of support, including a "roll up your sleeves & get busy" sweat equity option. Any contribution that you are able to make will be greatly appreciated and will go a long way toward keeping the tradition of Butterfest going strong well into the future!



**PLEASE NOTE:** Reedsburg Butterfest is registered as a 501 c4, your sponsorship for this event is tax-deductible. Please consult your tax professional if you have any questions. Thank you for your continued support!

## **Butterfest Sponsorship Levels:**

Butter Buddy	\$50 - \$99	Facebook & web site recognition
Bread & Butter	\$100 - \$249	Facebook & web site recognition Name on Butterfest sponsor banner
Butter Booster	\$250 - \$499	Facebook & web site recognition Name & logo on Butterfest sponsor banner
Butter Backer	\$500 - \$999	Facebook & web site recognition Name & logo on Butterfest sponsor banner & poster 1 VIP reserved parking space with name on sign 1 carnival wristband voucher
Butter Benefactor	\$1,000+	Facebook & web site recognition Name & logo on Butterfest sponsor banner & poster 1 VIP reserved parking space with name on sign 2 Carnival wristband vouchers
Butter Builder/Sweat Equity Volunteer*		Facebook & web site recognition Additional benefits based on time contributed

**\*Sweat Equity Donation** - Interested in a more “hands-on” way to support Butterfest? This is the category for you! We need help with tasks such as putting up fencing, posting signs and assisting with events. You can volunteer for one task or several. Get a group together and help us get the work done! **Contact Mary Vethe for details about job availability, times and locations.** [sunset@rucls.net](mailto:sunset@rucls.net) / 608-524-6252

## **Specific Sponsorship Opportunities**

**Parade Entries** ie. bands & entertainment entries

**Event Sponsorships** ie. Butter Run, Farm Fun, Pedal Pull, live music

**Email Mary to get a list of potential parade entries and events and their cost:** [sunset@rucls.net](mailto:sunset@rucls.net)

Parade & event sponsors will receive the benefits listed above at their level as well as a sign indicating their sponsorship at the event or parade entry they sponsor.

**DEADLINE TO BE INCLUDED ON THE POSTER ADVERTISING :**

**Tuesday, March 31, 2026**

**2026 Reedsburg Butterfest Sponsorship Form**

Sponsor Name (as you want it to appear on recognition & advertising materials):

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Level:

- |                          |                   |               |
|--------------------------|-------------------|---------------|
| <input type="checkbox"/> | Butter Buddy      | \$50 - \$99   |
| <input type="checkbox"/> | Bread & Butter    | \$100 - \$249 |
| <input type="checkbox"/> | Butter Booster    | \$250 - \$499 |
| <input type="checkbox"/> | Butter Backer     | \$500 - \$999 |
| <input type="checkbox"/> | Butter Benefactor | \$1000+       |
| <input type="checkbox"/> | Butter Builder    | Sweat Equity  |

Sponsorship Category Requested:

- General Festival Donation (money will go toward miscellaneous festival expenses )
- General Parade Donation (money will go toward parade expenses)
- Specific Event Sponsorship - **contact Mary Vethe for options**
- Specific Parade Sponsorship - **contact Mary Vethe for options**

**QUESTIONS:** Mary Vethe: 608-524-6252 or email: sunset@rucls.net

**CHECKS** can be made out to: Reedsburg Butterfest

**Please return this form with payment no later than Tuesday, March 31:**

Reedsburg Butterfest  
PO Box 61  
Reedsburg, WI 53959