



July 14-16th 2017

Find yourself next to the water.

A S H L A N D



Ashland Chamber of Commerce
1716 West Lake Shore Drive
PO Box 746
Ashland, WI 54806
715-682-2500
ashchamb@centurytel.net

October 13-14, 2017

Dear Business Owner,

Enclosed please find a sponsorship opportunity for the Ashland Bay Days Festival and/or the Memorial Medical Center WhistleStop Marathon and Half Marathon.

These two major events have a great social and economic impact on our area. Bay Days is an annual festival celebrating its 40th year. Many school and family reunions are scheduled over this weekend and we have found this is **THE** hometown event where friends and family gather for an annual homecoming. This year we are excited to offer some great hometown entertainment!! The Battle of the Bands will take place on Friday night! Saturday, you'll see Dock Dogs, the annual Bay Days Strongman and Strongest Bam Bam on the Bay competition, Toddler Run, Baby Crawl and Fun Run. On Saturday we will hold the finals of the Karaoke contest that started in May. Sunday is the Chequamegon Bay Sprint Triathlon, Little Minnow Kids' Triathlon and the Big Wheel Races. The entertainment is sensational with Ashland's Got Talent on Sunday and hosting finishing up with the ever popular Chequamegon Bay Concert Band. Watch for other surprises to this year's event! Ashland Bay Days is an excellent venue to promote your products and services and your sense of community. We have several different options to choose from for sponsorship. If you are trying to tap into a local, regional market, Ashland Bay Days is a great fit for you.

The Memorial Medical Center WhistleStop Marathon is an end-of-the-season last effort for those elite runners to qualify for the prestigious Boston Marathon in the spring. The marathon is an excellent venue for first-time marathoners and half-marathoners as we pay special attention to those new runners by giving them a special colorful sticker for their bib so other runners and spectators know they are first-time runners. The Memorial Medical Center WhistleStop Marathon is celebrating our 20th anniversary and we anticipate higher numbers this year because people will be excited about the anniversary. In addition, we are offering a savings of \$20.00 off of the regular price of registration for the first 90 days after registration opens. That is a big savings people **WILL** want to take advantage of! The fall event fills hotel rooms throughout the region and our runners bring an average of 2.1 people with them when they participate in this weekend event. Many businesses share with us that this is their busiest weekend!

Your investment in sponsorship of these events is always foremost in our marketing efforts. We want you to get the biggest bang for your buck. Sponsorship allows you to tap into a niche market, a local market, a regional market, and can even give you an opportunity to test your product depending on the sponsorship you choose. There are several marketing opportunities to select from.

Please respond by March 15 with your sponsorship commitment. We will bill you in April for your sponsorship. Thank you for taking the time to peruse this information and for making an investment in your community and your business.

Sincerely,

Mary McPhetridge, Executive Director