

May 24, 2024



Dear Waterfest Sponsor,

Save the date! Our **25th Annual Waterfest Celebration is Saturday, August 3, 2024**, on Castle Rock Lake.

All day long there will be **family** friendly activities at Juneau County Castle Rock Park, and at dusk there will be **lights on the water on Castle Rock Lake** by those who've decorated boats and our **spectacular grand finale fireworks show** (approximately 9:30pm). It's a fun and memorable day for all!

Prior sponsors, we greatly appreciate the generous support you have shown in past years, and hope we can count on it again for this year. If you are considering first-time sponsorship, we hope you will join us! **Waterfest has thrived for over two decades because of businesses & organizations like yours** that see the economic benefit of the local tourism Waterfest draws year after year. A recent independent survey revealed that nearly 70% of the visitors on this weekend are coming specifically for **Waterfest, which has a \$1.5M economic impact on our area!** Waterfest certainly benefits the local hospitality, retail, and food industries, but also the secondary businesses such as fuel stations, pharmacies, and utilities. And our shoreline crowds have grown year over year!

Each year's event headliner will be named for the sponsor who donated the most (if \$3,000+) in the year prior. This year's event is the: **LYNXX WATERFEST ON CASTLE ROCK LAKE EVENT!**

All **sponsors will be included** (at their chosen level of participation) in the various printed and electronic media promotions we do (may include **newspaper, websites, Facebook, emails, etc**). Sponsors of \$1000+ (Pontoon, Sailboat, Yacht, and Main Event levels) will also be featured in the **radio and/or TV media** we may do.

Please consider supporting Waterfest (again) this year, and if possible, reach for the next sponsorship tier. **Waterfest is a non-profit event and the volunteer committee members fundraise each year** to simply cover the costs of fireworks, advertising, printing, and prizes.

On behalf of the Waterfest Planning Committee, thank you for considering sponsorship of Waterfest 2024. If you are contacted by one of our representatives (**Sylvie Bergeron-Belue, Theresa King, or Veronica Meyer**) please be assured any cash, check, or item donations you give them will be secure and used as intended to sponsor Waterfest. Or you may return your sponsorship form with payment directly to the JCEDC Office in Camp Douglas.

And why not **consider promoting your business/organization by decorating a boat and watching the fireworks from the water?** Who knows... you may even win a prize!

Very Sincerely,

TJO Loewe

Tamaya Loewe

Waterfest Committee Chair, and Executive Director of the Juneau County Economic Development Corp (JCEDC)



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Website: JuneauCounty.com/Waterfest ▪ **Facebook:** [Waterfest - castle rock lake wi](https://www.facebook.com/Waterfest-castle-rock-lake-wi)