

# BARABOO AREA CHAMBER & TOURISM

## OUR BRAND IS POPPING UP ALL OVER

By Darren Hornby, Executive Director  
Baraboo Area Chamber of Commerce

All around our community, you're seeing signs of the Baraboo Area Branding Committee at work.

The City of Baraboo has installed wayfinding street signs that use the Discover Real Baraboo



brand's typeface and color scheme to help visitors find points of interest. The Village of West Baraboo will be doing the same.

Also last month, the committee placed billboard advertisements in nearby communities. In addition to the familiar "Baraboo B," the billboard ads feature the #SaferInSauk hashtag and depict images of visitors taking part in safe activities. Our goal is to encourage tourists from other south central Wisconsin communities to visit the Baraboo Area, and to do so safely.

These campaigns are being funded by the Chamber and its branding partners - the village, the city's Business Improve-

ment District, and the Downtown Baraboo Inc. group. Even though the travel industry, like so many business sectors, is facing challenges posed by the pandemic, we are carrying out our commitment to promote the Baraboo Area as an authentic, safe place to visit and do business. Fortunately, our community is full of destinations for outdoor recreation, making us ideally suited to attract visitors in this climate.

Like you, we're trying to persevere under adverse circumstances. COVID-19 has affected the Chamber, just as it has affected so many of our members. We've had to scale back plans for our first Oktoberfest because large gatherings aren't safe. Finding sponsor

cially. Due to budget constraints we had to lay off our beloved longtime office manager coordinator, Sandy Gavin. Sandy was a wonderful part of our Chamber family and we wish her the best in her new endeavors.

Despite such obstacles, we're forging ahead. We're partnering with Downtown Baraboo Inc. on a new event - two events in one, actually. [Maxwell Street Days](#) will be held downtown on Friday August 14 and Saturday August 15, featuring sidewalk sales arranged by participating merchants. On that Saturday, a [Made in Baraboo Market](#) will fill the courthouse lawn as live music fills the air.

We're also moving forward with our annual [Golf Classic](#), set for

August 18 at Baraboo Country Club, and have been excited to see the response: More than 100 players already have signed up. Some aspects of the outing will be tweaked to ensure safety, but I think many of us are looking forward to enjoying a little normalcy.

These are trying times, but we're ready to roll with the punches and find new ways

to get locals and visitors alike to see there's much to enjoy in the Baraboo Area.



support for that and other events has been difficult because so many of our members are hurting finan-



As part of the Baraboo Area Branding Committee's work to help visitors Discover Real Baraboo, new wayfinding street signs featuring the community's new logo and color scheme will be installed throughout the city of Baraboo and village of West Baraboo. Representatives of the branding campaign's partners - the city, village, Downtown Baraboo Inc., the Business Improvement District and the Chamber - gathered July 17 for a ribbon-cutting ceremony.

# COVID Rebound Plan

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# Ready 'Fore' the Chamber golf outing?

Mark your calendar for  
Tuesday, August 18

The Chamber's Annual Golf Classic is on! Originally scheduled for June 10, it has been reset for Tuesday, August 18 at the Baraboo Country Club.

The event will feature 18 holes of best-ball play, a 50/50 raffle, a post-round cookout and lots of fun surprises.

The golf outing was postponed due to the COVID-19 pandemic quarantine. But with the statewide Safer at Home order lifted, Chamber leaders determined it's safe to hold a golf outing.

To head off potential coronavirus transmission, the traditional pin-contests and the post-play silent auction will not be held. This will avoid lots of people touching lots of common objects. The traditional dinner buffet will be transformed into an outdoor cookout.

With other events canceled due to the pandemic, the Chamber is relying on the golf outing to provide much-needed revenue. To register a foursome or pay for a sponsorship, please visit the [event page](#) on the Chamber website.



## Sponsorships crucial

In a letter to members, Executive Director Darren Hornby underscored the importance of sponsorships:

“We realize the impact COVID-19 has had on everyone. During these challenging times the Chamber has been committed to the ongoing support of our local businesses. During the past three months we too have had revenue streams turned off. With room tax dollars at nearly zero and no revenue generated from canceled events, we too are looking at ways that we can create some income to sustain us, so that we can continue being a driving force for tourism

and the local economy for years to come.

“Given the need that the Chamber has, and our commitment to bringing our members back together, we are going forward with our Annual Golf Classic on Tuesday, August 18. We are committed to everyone’s well-being and want our members to be able to enjoy their day in the safest way possible. We are working with the Baraboo Country Club to provide an outing that will deliver that to all of you. The Chamber Golf Classic is definitely one of the highlights of our summer. We are so excited to be bringing this summer tradition back to you.

“Considering all of the above, we understand that right now is not the best time for everyone to consider sponsorship opportunities. We are requesting that if you are in a position to consider a sponsorship of this event that you give it some thought. Your support is more important now than ever.

Thank you in advance for your consideration and for your continued support of - and participation in - the Chamber."

Cash Raffle returns; 10 prizes of \$1K

The Chamber's annual Cash Raffle is returning! This year, TEN \$1,000 prizes will be awarded. The ticket price has been reduced to \$20.

A drawing party is scheduled for Saturday, November 14. The winning tickets will be drawn at halftime of the Wisconsin-Purdue football game. Watch for details on that event on the Chamber website's [raffle page](#).

Tickets are available at the Visitor Center and from Chamber board mem-

bers and ambassadors. Posters are making their way around town. If you'd like to buy a batch of tickets, or check out a batch to sell, please call 356-8333 or stop in at the Visitor Center between 11 a.m. and 4 p.m. on weekdays. Our goal is to sell all 2,000 tickets!

As always, proceeds will support the Chamber's mission to promote local tourism and its members, thereby strengthening the economy of the Baraboo Area.





# BARABOO AREA CHAMBER & TOURISM



## 2020 CHAMBER GOLF CLASSIC SPONSORSHIP OPPORTUNITIES

Tuesday, August 18<sup>th</sup> | 12:00 pm Shotgun | Baraboo Country Club

### PRESENTING SPONSOR \$2,500

**SOLD**

- Listed on all promotional materials as Presented by..
- Logo on website
- Logo and name promoted on Social Media
- Logo/mention in Chamber Review and all e-blasts prior to 6/11
- Hole Sponsorship/activity on hole
- Laminated sign on beverage carts
- Name/logo prominently displayed on banners
- Table display during entire event
- Table tent on each table/bar during entire event
- Recognition during announcements
- Opportunity to say a few words at event
- One Chamber Review full page insert
- Golf and dinner for 4

Promotional value: \$2900  
Golf & Dinner Value: \$340

### BEVERAGE SPONSOR \$2,000

**ONLY 1 AVAILABLE**

- Logo in all pre-event advertising/press releases
- Logo and name on drink tickets for participants
- Logo on website & social media promotion
- Logo/mention in all e-blasts prior to 6/11
- Hole Sponsorship
- Laminated sign on beverage carts
- Recognition during announcements
- Name/logo on banner
- One Chamber Review newsletter insert
- Golf and dinner for 4

Promotional value: \$1,900  
Golf & Dinner value: \$340

### RAFFLE/DOOR PRIZE DONATION

- Minimum \$25 value, please
- Listed in all event materials
- Recognition during the program

### BUFFET SPONSOR \$2,000

**ONLY 1 AVAILABLE**

- Logo in all pre-event advertising/press releases
- Name/logo on all promotional materials
- Logo on website & social media promotion
- Logo/mention in all e-blasts prior to 6/11
- Hole Sponsorship
- Laminated sign on beverage carts
- Recognition during announcements
- Signage on buffet tables
- Name/logo on banner
- One Chamber Review newsletter insert
- Golf and dinner for 4

Promotional value: \$1,900  
Golf & Dinner Value: \$340

### CART SPONSOR \$2,000

**ONLY 1 AVAILABLE**

- Logo in all pre-event advertising/press releases
- Laminated logo sign on each golf cart
- Logo on website & social media promotion
- Logo/mention in all e-blasts prior to 6/11
- Name/logo on banner
- Hole Sponsorship
- Recognition during announcements
- One Chamber Review newsletter insert
- Golf and dinner for 4

Promotional value: \$1,900  
Golf & Dinner value: \$340

### GOLD HOLE SPONSOR \$600

- Signage on hole
- Opportunity for activity on hole
- Listed on website & event materials
- Golf & dinner for 4

### SILVER HOLE SPONSOR \$200

- Signage on hole
- Listed on website & event materials

**Yes! Sign me up as a sponsor of the Baraboo Area Chamber of Commerce Golf Outing on Tuesday, August 18.**

Name \_\_\_\_\_ Email Address \_\_\_\_\_

Business \_\_\_\_\_ Phone Number \_\_\_\_\_

Gold or Silver Hole Sponsor (Circle One) Hole Preference \_\_\_\_\_

Item Donation \_\_\_\_\_

Questions? Please call (608) 356-8333 or email [MemberRelations@BarabooChamber.com](mailto:MemberRelations@BarabooChamber.com)



# COULD YOU USE \$1,000 RIGHT NOW?

ENTER THE 2020 BARABOO AREA CHAMBER OF COMMERCE

# CASH RAFFLE

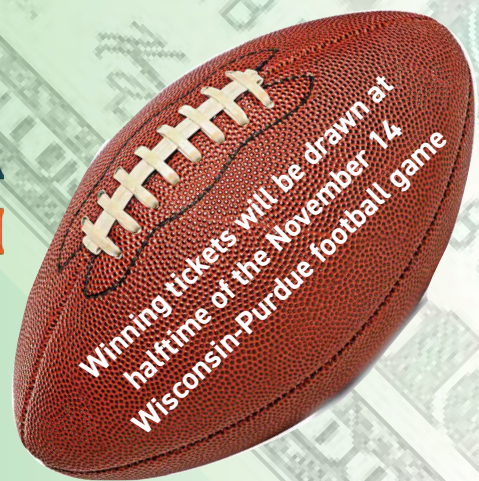


- ★ **TEN \$1,000 prizes**
- ★ **Tickets \$20 each**
- ★ **Drawing Saturday, 11/14**

## BARABOO AREA CHAMBER & TOURISM

Proceeds benefit the Baraboo Area Chamber of Commerce and its mission to promote local tourism and its members, thereby strengthening the economy of the Baraboo Area.

Tickets are available at the Visitor Center, 600 W. Chestnut,  
and from Chamber Ambassadors and Board Members



Raffle license R0036121-A-12591

### SPONSORED BY

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MBE CPAs • PIZZA RANCH • RE/MAX GRAND • ANDERSEN MANUFACTURING • TEEL PLASTICS  
INTERNATIONAL CRANE FOUNDATION • OAK PARK PLACE • SUPREME AWARDS • SENECA FOODS  
DENTAL ASSOCIATES • BARABOO HILLS CAMPGROUND



# JULY HIGHLIGHTS



**VIRTUAL BOARD MEETING • JULY 20**



**TOM PATEL BOARD ORIENTATION • JULY 9**



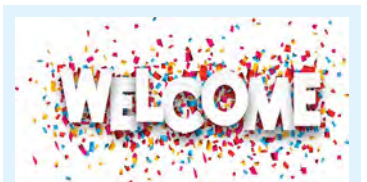
**NEW MEMBER VISIT**



**AMPLIFIED DIGITAL MARKETING WEBINAR • JULY 7**



**RIVERWALK  
FOOTBRIDGE  
RIBBON CUTTING  
JULY 20**



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