

Discover the North Shore's Annual Sprecher Root Beer Bash 2025

Saturday August 2nd, 2025 11AM - 5PM

at The Bavarian Bierhaus Festival Grounds (700 W. Lexington Blvd. Glendale, WI, 53217)

Presented by Sprecher Brewery & The Bavarian Bierhaus

Music / Entertainment:

11:00AM – 12:30PM- KIDS DANCE PARTY (KID BOOGIE DOWN)

1:00PM – 3:00PM – STEVE BEGUHN BAND

3:00PM – 5:00PM – SHOREWOOD SCHOOL OF ROCK

Responsibilities:

DTNS:

- Sponsorship Outreach
- Payment of the Bands/ Entertainment - Securing & Paying for all free kids activities - Paying & Marketing the event
- Community Art Project
- Layout & Logistical set up of grounds - Vendor Booth Inquires
- Social Media Postings
- Provide Tents & Tables
- Pay for event
- Booth Inquiries
- Staffing for Day
- Contacting Officials

Estimated Cost: \$30,000

SFCC:

- Provide Volunteers
- Help Promote Event
- Have a Booth at the event
- Bring signs / buckets to collect tips

Elite:

- Provide Bouncy Houses
- Dart Board?
- Have info Tent

Sprecher: (Presenting Sponsorship \$10,00 Value)
(this all includes the 5,000 sponsorship payment)

- Providing the Sprecher Root Beer
- Bringing the Sprecher Truck
- Having a Merch Tent at event (Staffed) - Bringing Photo Pop ups to event
- Provide Pitchers for Root Beer at Event - Sending Press Releases to media outlets for event - Social Media Postings
- Payment to Volunteer Organization - \$1,000 - Provide Plastic Cups for Event (6,000) - Provide Kegged Water
- Julia Photographer for event
- Cups for Root Beer Floats

Estimated Cost: \$8,000

Culvers:

- Provide Custard
- Provide Straws
- Provide Spoons
- Provide Napkins
- Provide Custard Scoops
- Either have a booth or have Scoopie come make an appearance (maybe during T-Shirt Toss)

Vendors & Sponsor Booths: (29)

DTNS
NSCOC
CarePlus Dental Plans
Gruber Law Offices
Hildebrand Law Firm
Glendale Heights Childcare
Bank Five Nine
Shrunk 3D Milwaukee
Shorewood School of Rock
Froedtert & the Medical College of WI
St. Augustine Preparatory Academy
Dave & Busters
Motel 6
Bernie's Book Bank
Fitzgerald Pharmacy
Elite Sports Club
Sam's Custom Creations!
Bricks & Minifigs North Shore MKE
Goldfish Swim School - Bayshore
SFCC

Brizzy
Fluff & Nonsense LLC
Jobea Bakes
Sprecher Merch Tent
Goody Gourmets
Hawaii Fluid Art
Jayna's Home & Goods LLC
Connect Chiropractic
Wild Fork Foods (Samples)

Experiences / Activity Booths: (13ish)

2- Bouncy Houses
2- Face Painting
2- Balloon Twisters
2- Henna Artists
Vibez Creative Art Space
Community Art Project
Petting Zoo
Root Beer Float Giveaway
Carnival Games

Other Things:

Yard Games
Photo Backdrop/Sprecher Cut Outs

Run of Show (Event Timeline):

8am - Set up /Start Stagging things
9am - Volunteers Show up
9am - Vendors can start showing up to set up
10am - Vendors all set up
10am - Volunteers Show up
11am- Event Starts
11am-12:30pm - Kid Boogie Down Dance Party on Main Stage
12:30pm - Announcements & T-Shirt Toss (Shrad from Sprecher & Mayor Welcome - Mayor Kennedy)
1pm-3pm - Steve Beghun Band
3pm - 5pm - Shorewood School of Rock
11am-3pm
Free Face Painting
Free Henna Artists
Free Balloon Twisters
Kids Petting Zoo
11am-5pm
Bouncy houses
Vibez Creative Art Studio
Community Art Project
Root Beer Float Giveaway
Carnival Games
5pm- Event ends
5:30pm - Clean up / Tear Down - 6pm - Volunteers Leave