



**Rock Koshkonong  
Business Association**



9244. N Rock River Road, Edgerton, WI 53534  
koshfun@gmail.com  
608-561-1140

---

## **Rock Koshkonong Business Association Membership Information and Benefits**

### **About the Rock Koshkonong Business Association**

The Rock Koshkonong Business Association was established in 2011 to support the efforts of the local Chambers of Commerce to promote the Rock Koshkonong area. RKBA seeks to be the lead representative in promoting and selling the **entire** Rock Koshkonong area as a destination for visitors. We support our members through various initiatives that will help them grow and flourish. We seek to partner with the Fort Atkinson, Edgerton and Milton Chambers of Commerce and the Rock-Koshkonong Lake District to create opportunities for the development and implementation of marketing for the entire region for the benefit of our members and the community at large. Through our efforts we want to be the catalyst for the development of increased tourism, attractions, events and promotions in our area.

### **2013 RKBA Special Events - 2013**

Stand Up Paddleboard Races at Lakeview – July 14  
Venetian Boat Parade – September 1  
ABPA Hydro Boat Races – September 21-22

### **RKBA Marketing Initiatives**

- Brand Development of KoshFun.
- Printed River/Lake Map with locations of member businesses. Map is distributed at the I-90/Beloit WI Tourism Center and throughout the regional area.
- Kosh Fun Posters printed for members to post in business
- Utilizing social media such as Facebook, Twitter accounts that promote our regional assets and businesses
- Development and maintenance of the KoshFun.com website that promotes our natural and historical assets, and businesses.
- Placement of promotional ads in Lakes Edition
- Development of a KoshFun merchandise “store” on CafePress with products that can be purchased that feature Lake Koshkonong. [Visit store.](#)
- Development of a photo library of the area businesses and natural assets to use for marketing purposes.
- Contracted with Firepoint Media to facilitate our marketing efforts and assist our members with their marketing efforts.
- Email database development and monthly KoshFun newsletter
- Seeking grant opportunities to fund events and signage.

## Free Member Benefits

- Members receive listings in the appropriate categories of the Koshfun.com website with a link to the member's website.
- Marketing assessment provided by [Firepoint Media](#)
- Members may post their events on the KoshFun.com [website calendar](#)
- Member events can be posted on KoshFun's social media – [Facebook](#) and Twitter
- Members businesses (Food, Tourism, Events, Activities) can be listed on [Wisconsin Department of Tourism Website](#)

## Discounted Benefits

- Firepoint Media has been contracted to provide marketing assistance to Rock Koshkonong Business Association. Through that relationship members are provided:
  - Discounted design work
  - Discounted text marketing program
  - Discounted printing/banners/yard signs
  - Discounted web design and web hosting
  - Discounted mobile websites
  - Please contact Therese Oldenburg via email [therese@firepointmedia.com](mailto:therese@firepointmedia.com) or call 608-931-6895 with questions regarding these benefits.

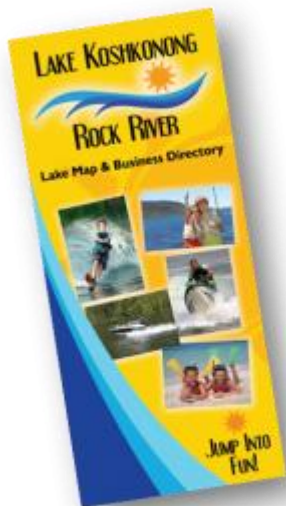
## Available Additional Benefits

- Banner Ads on the KoshFun Website – additional fee
- Map Ads on Lake map printed every two years – additional fee

## Membership Fee

You receive all these benefits of being Rock Koshkonong Business Association Member for only \$75 per year. Our membership year runs from July 1-June 30. Please contact [koshfun@gmail.com](mailto:koshfun@gmail.com) or [register online](#).

### Printed Map



### Lakes Edition Ad

**JUMP INTO FUN!**

**RAMPED UP**  
MIDWEST Tri-Sport Club  
Memorial Weekend Mayhem Stand Up Paddleboard Races  
Sunday, May 26  
Sponsored by Rock Koshkonong Business Association

**Venetian Boat Parade**  
Sunday, September 1  
Sponsored by Rock Koshkonong Business Association

**APBA Hydroplane Boat Races**  
September 21-22  
Sponsored by Rock Koshkonong Business Association

**KOSH FUN!**  
Rock Koshkonong Business Association

Find Fun Every Day on the Lake  
Check The Kosh Fun Calendar

**KOSHFUN.COM**

### Website

**KOSH FUN!**  
Rock Koshkonong Business Association  
ROCK RIVER LAKE KOSHKONONG RECREATION AREA WISCONSIN

HOME CALENDAR STAY DRINK & DINE SHOP THINGS TO DO SERVICES CONTACT US MAPS

Beaches, Pools and Activities for the Kids

**EXPERIENCE THE LAKE EFFECT**

Lake Koshkonong. Choose how it effects you.  
Fire up the grill, or fire up your outboard.  
Bury your head in a pillow, or bury yourself in a good book.  
Drop a line into the water, or drop yourself into a lounge chair.  
Groove to some live music, or revel in the quiet of the lake sunrise.  
Your lake, your experience, your choice.

**KOSH FUN! EVENTS**

25 \$100 per 1-200 Lakes for Rent at Rock River Supper Club @

25 \$100 per 1-200 Lakes for Rent at Rock River Supper Club @

25 \$100 per 1-200 Lakes for Rent at Rock River Supper Club @