

FARMERS MARKET

DATE, TIME & LOCATION	May 11 – October 26 Saturdays 8 am - Noon Main Street June 5 – September 25 Wednesdays 11 am – 3 pm Main Street Plaza				
ATTENDANCE	1,500-3,000 weekly Saturday attendees depending on season 150-300 weekly Wednesday attendees depending on season				
AUDIENCE & IMPACT	30-65 years old, married with children 23% of visitors traveled to the market from more than 10 miles away The 2018 Market generated \$1.5 million in additional economic activity and 12 jobs in the Fond du Lac Metropolitan area. (source: Wisconsin Economic Development Corporation)				
BEYOND THE VENDORS	Weekly musicians Weekly educational and enrichment opportunities, such as display cooking, composting instruction, food preservation FAQs, wellness workshops				
MARKETING OPTIONS (DEPENDENT ON SPONSORSHIP LEVEL)	Secure naming rights, “Farmers Market presented by ...” Logo featured on Farmers Market informational rack cards, posters, and website Logo on market banners, sandwich boards, and/or t-shirts 10x10 vending space				
PROMOTION IDEAS	Use a weekly booth to display company information Develop your customer database Provide consumer education to let the community get to know you Offer contests and/or promotions				
LEVELS	PRESENTING	MAJOR	ACTIVITY	SUPPORTING	FRIEND
	\$10,000	\$3,500	\$1,000	\$500	\$100
CONTACT	HALEY MADSON 131 S. Main St, Suite 101 Fond du Lac, WI 54935 920-322-2006 ext. 2 haley@downtownfdl.com				

Your sponsorship directly supports healthy farmers, healthy food, healthy business, & healthy people.



FARMERS MARKET SPONSORSHIP LEVELS

PRESENTING - \$10,000

- Named as "Presenting Sponsor" in all publications & press appearances for event
- Logo included on informational rack cards for event
- Logo featured on event posters
- Logo on all event signage
- Exhibit space at event
- Logo featured on event website
- Logo or name recognition on social media event notifications
- Recognition in Annual Report

MAJOR - \$3,500

- EBT or Music sponsor
- Included on informational rack cards for event
- Logo featured on event posters
- Logo on banner or sandwich board at event
- Exhibit space at sponsored event
- Logo featured on event website
- Recognition in Annual Report

ACTIVITY - \$1,000

- Demonstration sponsor (healthy cooking, food preservation techniques, composting, etc)
- Name recognition on event website
- Podium recognition during event
- Logo on sandwich board or banner at event
- Exhibit space at sponsored event
- Logo featured on event website
- Recognition in Annual Report

SUPPORTING - \$500

- Choice of a variety of specially scheduled one-time promotional events
- Logo on a sandwich board at event
- Exhibit space at sponsored event 1 time only
- Name recognition on event website
- Recognition in Annual Report

FRIEND - \$100

- Exhibit space at sponsored event 1 time only
- Name recognition on event website
- Recognition in Annual Report

From the members of Downtown Fond du Lac
Partnership, Inc., THANK YOU for your
sponsorship!

All sponsorships are tax-deductible to the full extent of the law.

WHERE TO SEND YOUR SPONSORSHIP PAYMENT:

Downtown Fond du Lac Partnership
131 S. Main St, Suite 101
Fond du Lac, WI 54935
www.downtownfdl.com