

FONDUE FEST

DATE, TIME & LOCATION	September 7, 2019 Saturday 9 am – 5 pm Main Street Kids' Zone 9 am – 2 pm US Bank Parking Lot										
ATTENDANCE	20,000 - 25,000 estimated attendees annually										
AUDIENCE & IMPACT	30-65 years old, married with children 80% from the Fond du Lac area Fondue Fest 2018 generated \$1.09 million in additional economic activity. (source: Wisconsin Economic Development Corporation)										
SCOPE OF EVENT	Live music on three stages Family friendly Kids' Zone 5K Run/Walk benefitting Big Brothers Big Sisters 250+ Food, merchandise, art & craft vendors 24% of vendors are downtown businesses and 14% are non-profit organizations										
MARKETING OPTIONS (DEPENDENT ON SPONSORSHIP LEVEL)	Secure naming rights, "Fondue Fest presented by ..." Logo featured on Fondue Fest informational rack cards, posters, and website Recognition of sponsorship on music stage, with option to speak Logo on festival banners, sandwich boards, and/or t-shirts 20x10 vending space										
PROMOTION IDEAS	Develop your database by offering "register to win" Provide consumer education to let the community get to know you Offer family fun activities on Main Street or in the Kids' Zone Give out coupon providing discounts for attendees										
LEVELS	<table border="1"> <thead> <tr> <th>PRESENTING</th> <th>MAJOR</th> <th>ACTIVITY</th> <th>SUPPORTING</th> <th>FRIEND</th> </tr> </thead> <tbody> <tr> <td>\$5,000</td> <td>\$2,500</td> <td>\$1,000</td> <td>\$500</td> <td>\$100</td> </tr> </tbody> </table>	PRESENTING	MAJOR	ACTIVITY	SUPPORTING	FRIEND	\$5,000	\$2,500	\$1,000	\$500	\$100
PRESENTING	MAJOR	ACTIVITY	SUPPORTING	FRIEND							
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CONTACT	<p>HALEY MADSON 131 S. Main St, Suite 101 Fond du Lac, WI 54935</p> <p>920-322-2006 ext. 2 info@downtownfdl.com</p>										

Your sponsorship directly supports an all ages event highlighting Fond du Lac's Downtown District to the region and showcasing local businesses, artists, and non-profits.



FONDUE FEST SPONSORSHIPS

PRESENTING - \$5000

- Named as “Presenting Sponsor” in all publications & press appearances for event
- Logo on informational rack cards for event
- Logo or name recognition on all social media event notifications
- Logo featured on event posters
- Option to speak at podium during event
- Logo on all event signage
- Logo in newspaper advertisements
- Company named in radio broadcasts
- Exhibit space
- Logo featured on event website
- Recognition in Annual Report

MAJOR - \$2,500

- Music Stage or Kids’ Zone Sponsor
- Logo on informational rack cards for event
- Logo featured on event posters
- Podium recognition during event
- Logo on stage banner & sandwich board signs at event
- Company named in radio broadcasts
- Exhibit space at sponsored event

- Logo featured on event website
- Recognition in Annual Report

ACTIVITY - \$1,000

- Featured on event posters (name only)
- Podium recognition during event
- Logo on a sandwich board at event
- Exhibit space at sponsored event
- Logo featured on event website
- Recognition in Annual Report
- SUPPORTING
- Logo on a sandwich board at event
- Exhibit space
- Featured on event website (name only)
- Recognition in Annual Report

SUPPORTING - \$500

- Logo on a sandwich board at event
- Exhibit space
- Featured on event website (name only)
- Recognition in Annual Report

FRIEND - \$100

- Exhibit space at sponsored event
1 time only
- Featured on event website (name only)
- 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.

www.downtownfdl.com

WHERE TO SEND YOUR SPONSORSHIP PAYMENT:

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