

WINE WALK

DATE, TIME & LOCATION June 21, 2019 | Friday | 4 pm – 8 pm | Main Street

ATTENDANCE Attendance capped at 400

AUDIENCE & IMPACT 25-65 years old, women and friends
24% of 2016 attendees were from outside the FDL retail area
2018 total spending as part of the event included \$28,146 in direct spending downtown, and more than \$44,000 in total regional spending

BEYOND THE WINE 83% of 2018 attendees spent money in downtown businesses beyond the price of admission to the event.

MARKETING OPTIONS Secure naming rights, “Wine Walk presented by ...”
Logo featured on Wine Walk posters and website
Logo on Wine Walk glassware

PROMOTION IDEAS Develop your database by offering “register to win”
Encourage event ticket sales at your register
Offer discount if they show Wine Walk bracelet

CONTACT **HALEY MADSON**
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Fond du Lac, WI 54935
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Your sponsorship directly supports a fun night of retail marketing raising public awareness of all that Fond du Lac's Downtown District has to offer.



WINE WALK SPONSORSHIP LEVELS

PRESENTING - \$2000

Named as "Presenting Sponsor" in all publications
Included on informational rack cards for event
Logo featured on event posters
Logo on all event signage
Logo featured on event website
Logo or name recognition in social media event posts
Recognition in Annual Report

MAJOR - \$1000

Logo on informational rack cards for event
Logo featured on wine glasses
Logo featured 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

