



Marketing Support

provided by



2015 Special Events

Farmers Market

Saturdays, May-October
Wednesdays, June-October

Monster March

October 31

Fondue Fest

September 12

Small Business Saturday

November 28



Downtown Fond du Lac Partnership
30 S. Portland Street | Fond du Lac, WI 54935
www.downtownfdl.com | info@downtownfdl.com

Marketing Support Checklist

The Downtown Fond du Lac Partnership (DFP) makes Downtown Fond du Lac a premier destination through marketing and image building that increases business and promotes the region's vitality. This mission is addressed through a strategic selection of advertising, communications, partnerships, social media and research initiatives.

Here are the many ways that the DFP can provide you support, most at NO cost to your business:

Advertising

☐ **PROMOTIONS/CONTEST PARTICIPATION** The DFP often utilizes media promotions to enhance an advertising campaign. When appropriate, your organization can partner with us and gain media exposure by fulfilling the prize.

☐ **CONSTANT CONTACT** The DFP sends out a bi-monthly email to 2,600 subscribers to update them on events happening in downtown. Space is available at no charge to place a coupon ad in the email. Artwork must be provided two weeks ahead of email blast.

Communications

☐ **PRESS MATERIALS** We write press releases about downtown businesses, attractions and events and circulate them to media through our channels of distribution. Send your press releases and newsletters one month in advance. Or tell us your quirky stories so we can theme them together with other attractions and events into our newsletter or press releases.

☐ **CALENDAR OF EVENTS** We send out a bi-monthly Constant Contact email that lists events to 2,600 subscribers and available on Facebook for potential visitors to view. To qualify, events must be in the downtown. Send your events two weeks in advance.

☐ **GET DOWNTOWN!** Get Downtown features Amy Hansen and Dusty Krikau and a weekly guest on KFIZ the second and fourth Mondays of the month at 8:20 a.m. The program is also available on podcast. If you are interested in being a guest on the program please let us know.

Social Media

□ **FACEBOOK** We connect with over 2,000 fans on our Facebook page daily. Share with us your events, business updates, good deals and other insider Fond du Lac information.

□ [Facebook.com/DowntownFDL](https://www.facebook.com/DowntownFDL)

□ **PINTEREST** We've created a Pinterest page and several boards in order to update followers on what businesses are available in the downtown and what events are happening. Send us a picture in order to be added as a 'pin' on our page.

□ [Pinterest.com/DowntownFDL](https://www.pinterest.com/DowntownFDL)

Interactive

□ **INTERACTIVE CALENDAR OF EVENTS** The DFP's website contains an interactive calendar of events. Downtown businesses are able to create a free account and update their business profiles including pictures and specials and list events and specials on the calendar.

□ **Creating an account is easy and free:** Go to downtownfdl.com and click MEMBERS on the top right of the browser. Don't have an account? Click 'Register Now' and follow the steps to easily create a free account and profile.

□ **MONTHLY E-MAIL NEWSLETTERS** Each month we send a newsletter to 500 opt-in email subscribers with updates on what's happening downtown, new businesses, and events. When relevant, we may include your organization and events including an article on your business. Send us your press releases and newsletters one month before publication.

We're Here to Help

Amy Hansen, Executive Director
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Dusty Krikau, Director of Communication & Special Events
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Kathy Tasch, Research Assistant
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Love Us Back

We'd like your assistance in promoting our great Downtown to all who live, work, play or visit here. In return for the DFP's marketing support, we ask that your organization consider the following:

- Add a link to our website: downtownfdl.com. The DFP will provide a logo and brief copy for inclusion on your website.
- If you're writing a blog or newsletter, consider mentioning us in your release.
- Feature DFP ad campaigns and commercials on your website. We can provide you with our commercials and advertisements.
- Like our Facebook and Pinterest pages where you can also share photos and updates.
- Participate in our special events such as Farmers Market and Fondue Fest.

Get Involved

The DFP has a variety of special events. These events are designed to bring new customers to the downtown. Make sure customers know you're here!

- **Sign up for a free space at the Farmers Market.** Downtown businesses will share one free space weekly at the market from May 9-October 31. Email or call Dusty to reserve a date.
- **Sign up for space at Fondue Fest.** Downtown businesses have one free spot in front of their store, additional spaces are \$25. Email or call Dusty to reserve your space or it will be sold to a vendor.
- **Participate in Monster March.** Nearly 1,000 children plus their parents trick or treat every year in downtown. Join in the fun and hand out goodies.
- **Be part of The Wedding Collection.** The DFP creates, prints, and distributes a brochure for wedding related businesses. Ad prices vary, call Dusty for more information.
- **Be part of the annual Chili Crawl.** All downtown businesses, not just restaurants, are encouraged to participate. The fee is \$10 and crawlers try various chillies and vote for their favorite. Email or call Dusty to sign up.
- **Accept Downtown Gift Certificates.** The DFP creates, prints and sells gift certificates. You agree to accept them, give cash back for the difference, turn in the certificate and the DFP reimburses you for the full amount. Email or call Dusty to sign up.

dusty@downtownfdl.com | 920.322.2006