
WHY SUPPORT THE DOWNTOWN FOND DU LAC PARTNERSHIP?

There are a variety of economic development organizations in our community. We are the only organization with a laser focus on improving the downtown. The Downtown Fond du Lac Partnership (DFP) is working in a multi-faceted way to continuously aid in the improvement of downtown.

A corporate sponsorship of the DFP provides you with resources to recruit and retain employees who are exploring Fond du Lac. Downtown Discount Cards allow your employees to enjoy benefits of their employment and their community by offering discounts at numerous downtown businesses. Your sponsorship will have a direct impact on making the Downtown District a vibrant part of the Fond du Lac community.

OUR MISSION

To establish a diverse, prosperous and healthy district that is the social, commercial and cultural heart of our community.

ABOUT US

The DFP is a private, non-profit organization founded in 1999 to revitalize downtown Fond du Lac. Led by a board of directors, staff, and hard-working volunteers, the DFP manages and works to enhance, revitalize, and redevelop Fond du Lac's central business district.

TOP TEN REASONS DOWNTOWN FOND DU LAC IS IMPORTANT:

1. Your central business district in a prominent employment center (3200 downtown employees)
2. As a business center, your downtown plays a major role (284 downtown businesses)
3. A downtown is a reflection of how a community sees itself
4. A significant portion of your community's tax base comes from downtown
5. The central business district is an indispensable shopping and business center
6. Your downtown is the historic core of your community (two historic districts built in the mid-late 1800's)
7. Downtown represents a vast amount of public and private investment in your community
8. Downtown is a major tourist draw
9. Downtown is the center of city and county government
10. Your downtown provides a sense of community and place



CORPORATE SPONSORSHIP

WHAT WE DO:

The DFP has a targeted focus on improvement of downtown Fond du Lac - a 47 block area, with 214 commercial buildings and 284 businesses. 76% of these businesses are small and locally owned.

Economic Vitality

We have authored the vision plan for the Arts & Entertainment District, the Riverwalk District and The Gateway District. The vision plan has been the impetus for much of the public and private investment that has taken place in recent years. We are currently working on updating the market analysis which will help identify new business opportunities aside from the standard ESRI data. We provide assistance to new business startups, assistance with buying, selling or leasing a property. We work with businesses specifically looking to open or expand in the downtown district. We offer various project assistance, most notably, the Building Improvement Grant, designed to help leverage exterior property improvements. To date, we have awarded 137 grants totaling \$236,000, leveraging \$2.7 million in private investment.

Special Events & Marketing

We help to market downtown businesses through a variety of special events and promotions. Our annual events include: Wednesday and Saturday Downtown Fond du Lac Farmers Market, Fondue Fest, Chili Crawl, Monster March. Our annual and ongoing promotions include: Meet Me Downtown Week, Shop Small Holiday Campaign, and downtown gift certificates (accepted at 55 downtown businesses). We promote events, sales and business news from individual downtown businesses. Our special events have an annual attendance of 100,000 and a local economic impact of more than \$6.6 million.

Strengthening Relationships in the Business Community

To address concerns of downtown business and property owners, we offer networking and educational sessions. We provide communications to our database of business and property owners about everything from downtown happenings to emergency notifications. We work regularly with various departments in the City of Fond du Lac to find solutions to matters business and property owners are experiencing.

Safety, Parking, Design Standards and Beautification

We are continuously working to create an environment where people want to shop and spend time. First impressions can have a lasting influence. Rehabilitated buildings, attractive storefronts, clean streets and sidewalks, properly designed signage, facade improvements, art and beautification projects present an appealing image to potential customers, tenants and investors. Since 2006, the DFP has invested more than \$160,000 in public improvements such as trash receptacles, signage, banners, flower planters and holiday decorations.

WE NEED YOUR SUPPORT!

Since 2004, Fond du Lac's Downtown District has seen \$93 million in private investment with major projects including the YMCA, Thelma Sadoff Center for the Arts, Hometown Bank, Marine Credit Union, Riverside Senior Apartments, St. Peter's Place, The Commonwealth Companies and Marian University.

We all know there is much more to be done, but we need your help to continue our efforts. Please consider a corporate sponsorship of the DFP to help support our efforts of downtown revitalization.

LANDMARK SPONSORS - \$5000

Only with their substantial, long-term commitment can Historic Downtown Fond du Lac build a lasting reputation as a preferred destination for business development, residential growth, and a center for culture, arts and entertainment.

- Listed in Downtown Business Directory as Landmark Sponsor
- Listed in DFP Annual Report as Landmark Sponsor
- Listed on the DFP website “Doing Business in Downtown Fond du Lac” page
- Annual recognition in monthly e-newsletter
- Downtown discount cards for up to 2500 employees

LAMPLIGHT SPONSORS - \$2500

Their shared vision and spirit of cooperation lights the way to greater opportunities to expand the reach of Historic Downtown Fond du Lac while looking to the future.

- Listed in Downtown Business Directory as Lamplight Sponsor
- Listed in DFP Annual Report as Lamplight Sponsor
- Listed on the DFP website “Doing Business in Downtown Fond du Lac” page
- Annual recognition in monthly e-newsletter
- Downtown discount cards for up to 500 employees

KEYSTONE SPONSORS - \$500

The involvement and cooperation of businesses are the central key to success and the foundation to continue the growth of Historic Downtown Fond du Lac for the future.

- Listed in Downtown Business Directory as Keystone Sponsor
- Listed in DFP Annual Report as Keystone Sponsor
- Listed on the DFP website “Doing Business in Downtown Fond du Lac” page
- Downtown discount cards for up to 25 employees

CORNERSTONE MEMBERS - \$100

The active involvement of members serves as the foundation for the DFP’s efforts to position Historic Downtown Fond du Lac as a robust center of retail commerce, residential growth, recreation, tourism and a center for culture, arts and entertainment.

- Downtown discount cards for up to 5 employees



CORPORATE SPONSORSHIP

YOUR SPONSORSHIP COMMITMENT

- LANDMARK SPONSORSHIP \$5000
- LAMPLIGHT SPONSORSHIP \$2500
- KEYSTONE SPONSORSHIP \$500
- CORNERSTONE MEMBERSHIP \$100

Individual/ Business Name: _____

Contact Person: _____

Address: _____

E-Mail Address(es): _____

Business Phone: _____ # of Employees: _____

Signature: _____ Date: _____

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

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

www.downtownfdl.com

WHERE TO SEND YOUR FORM

Please send completed forms and payment to

Downtown Fond du Lac Partnership
30 S. Portland St.
Fond du Lac, WI 54935