



SPECIAL EVENTS SPONSORSHIPS

WHY SPONSOR AN EVENT OR PROMOTION?

Event sponsorship provides the opportunity to engage your target demographic and your employees by showing your support for the community activities where your they live, work, and play. Sponsors position their business in front of thousands of downtown employees, shoppers, civic leaders, festivalgoers, tourists, families, art patrons, and more.

Your sponsorship can be as large or small as you make it. You can provide a logo for a sign or integrate your sponsorship of an event with your own ongoing promotions, providing discounts to event participants, or offering consumer education at the event.

OUR EVENTS

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, Wine Walk, and Fest-of-Ale.

Our annual and ongoing promotions include: Meet Me Downtown Week, Shop Small Holiday Campaign, and downtown gift certificates (accepted at 65 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.

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.

WE NEED YOUR SUPPORT!

Please consider an event sponsorship of the DFP to help support our efforts to establish Downtown Fond du Lac as a prime gathering place and retail destination for the community. These events can't happen without your support.

SPECIAL EVENTS SPONSORSHIPS

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

<p>Named as “Presenting Sponsor” in all publications & press appearances for event</p> <p>Receive Corporate Sponsorship “Landmark” benefits when presenting sponsorship is greater than \$5,000</p> <p>Included on informational rack cards for event</p> <p>Logo featured on event posters</p> <p>Option to speak at podium during event</p> <p>Logo on all event signage</p> <p>Exhibit space at sponsored event</p> <p>Logo featured on event website</p> <p>Recognition in Annual Report</p> <p style="text-align: right;">PRESENTING</p>	<p>Included on informational rack cards for event</p> <p>Logo featured on event posters</p> <p>Podium recognition during event</p> <p>Logo on 1 banner & 1 sandwich board at event</p> <p>Exhibit space at sponsored event</p> <p>Logo featured on event website</p> <p>Recognition in Annual Report</p> <p style="text-align: right;">MAJOR</p>	<p>Featured on event posters (name only)</p> <p>Podium recognition during event</p> <p>Logo on a sandwich board at event</p> <p>Exhibit space at sponsored event</p> <p>Logo featured on event website</p> <p>Recognition in Annual Report</p> <p style="text-align: right;">ACTIVITY</p>	<p>Logo on a sandwich board at event</p> <p>Exhibit space at sponsored event 1 time only</p> <p>Featured on event website (name only)</p> <p>Recognition in Annual Report</p> <p style="text-align: right;">SUPPORTING</p>	<p>Exhibit space at sponsored event 1 time only</p> <p>Featured on event website (name only)</p> <p>Recognition in Annual Report</p> <p style="text-align: right;">FRIEND</p>
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FARMERS MARKET SPONSORSHIP RATES

- Presenting = \$5,000+
- Major = \$4,000+
- Activity = \$3,000+
- Supporting = \$500+
- Friend = \$100+

GOAL: \$18,000 TOTAL

FONDUE FEST SPONSORSHIP RATES

- ~~Presenting = \$5,000+~~ CLAIMED
- Major = \$2,500+
- Activity = \$1,000+
- Supporting = \$500+
- Friend = \$100+

GOAL: \$18,000 TOTAL

SHOP SMALL SPONSORSHIP RATES

- ~~Presenting = \$2,000+~~ CLAIMED
 - Supporting = \$750+
-

ALL OTHER PRESENTING SPONSORSHIP RATES

- ~~Fest of Ale = \$1,000+~~ CLAIMED
- ~~June Wine Walk = \$1000+~~ CLAIMED
- Monster March = \$500+
- Chili Crawl = \$500+
- Meet Me Downtown (quarterly) = \$250+

DOWNTOWN FOND DU LAC FARMERS MARKET

DATES, TIMES & LOCATION	May 12 – October 27 Saturdays 8 am - Noon Main Street
	June 6 – September 26 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
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AUDIENCE & IMPACT	30-65 years old, married with children
	20% of visitors travelled to the market from more than 10 miles away
	The 2017 Market generated \$3.4 million in additional economic activity and 21 jobs in the Fond du Lac Metropolitan area. Of that, \$1.1 million in additional economic activity and 6 jobs were specifically within downtown. (source: WEDC)

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 spaces

PROMOTION IDEAS	Use a weekly booth to display company information
	Develop your database
	Provide consumer education to let the community get to know you
	Offer contests and/or promotions

LEVELS	PRESENTING	MAJOR	ACTIVITY	SUPPORTING	FRIEND
	5,000+	4,000+	3,000+	500+	100+

CONTACT	DUSTY KRIKAU 131 S. Main St, Suite 101. Fond du Lac, WI 54935	920-322-2006 ext. 2 info@downtownfdl.com
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Your sponsorship directly supports healthy farmers, healthy food, healthy business, & healthy people.

FONDUE FEST

DATE, TIME & LOCATION	September 8, 2018 Saturday 9 am – 5 pm Main Street Kids' Zone 9 am – 2 pm US Bank Parking Lot										
ATTENDANCE	20 - 25,000 estimated attendees annually										
AUDIENCE	30-65 years old, married with children										
BEYOND THE VENDORS	Live music on three stages Family friendly Kids' Zone 5K Run/Walk benefitting Big Brothers Big Sisters 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+ CLAIMED</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+ CLAIMED	2,500+	1,000+	500+	100+
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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.

MONSTER MARCH

DATE, TIME & LOCATION October 27, 2018 | Saturday | 10 am – Noon | Main Street

ATTENDANCE 800 – 1,300 estimated attendees annually

AUDIENCE 30-55 years old, families with children

BEYOND THE CANDY Provides safe, family friendly trick-or-treating option for families
Photos at event and online costume contest
Costumed pets welcome in downtown pet boutique
Kicks off Shop Small Marketing Campaign

MARKETING OPTIONS
(DEPENDENT ON SPONSORSHIP LEVEL) Secure naming rights, “Monster March presented by ...”
Logo featured on Monster March posters and website
Logo on Monster March sandwich boards at event
10x10 vending space

PROMOTION IDEAS Develop your database by offering “register to win”
Encourage costumed employees to come downtown
Offer Halloween themed activities in booth space

CONTACT **DUSTY KRIKAU**
131 S. Main St, Suite 101.
Fond du Lac, WI 54935
920-322-2006
info@downtownfdl.com

Your sponsorship directly supports safe Halloween fun and bringing families to Fond du Lac's Downtown District just as the holiday season begins.

CHILI CRAWL

DATE, TIME & LOCATION February 9, 2019 | Saturday | 11 am – 2 pm | Main Street
Part of the Sturgeon Spectacular

ATTENDANCE 200 attendees

AUDIENCE 30-65 years old, married with children

BEYOND THE TICKETS Two voting tracks – best restaurant chili and best homemade chili
10-15 participating chilis
T-shirts change annually and are “collected” by returning participants

MARKETING OPPORTUNITIES Secure naming rights, “Chili Crawl presented by ...”
Named on all print and digital ads
Website & Facebook promotions
Logo on event signage and/or t-shirts

PROMOTION IDEAS Develop your database by offering “register to win”
Provide consumer education to let the community get to know you
Be part of the chili competition
Give out coupons at registration site giving discounts for attendees after the event

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SPECIAL EVENTS SPONSORSHIPS

YOUR SPONSORSHIP COMMITMENT

EVENT: _____

- PRESENTING SPONSORSHIP
- MAJOR SPONSORSHIP
- ACTIVITY SPONSORSHIP
- SUPPORTING SPONSORSHIP
- FRIEND SPONSORSHIP

TOTAL SPONSORSHIP AMOUNT: \$ _____
All sponsorships are tax-deductible to the full extent of the law.

Individual/ Business Name: _____

Contact Person: _____

Address: _____

E-Mail Address(es): _____

Business Phone: _____ # of Employees: _____

Signature: _____ Date: _____

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