



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.

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.

FARMERS MARKET

DATE, TIME & LOCATION	May 15 – October 30 Saturdays 8 am - Noon Main Street				
ATTENDANCE	1,500-3,000 weekly Saturday attendees depending on season				
AUDIENCE & IMPACT	<p>30-65 years old, married with children</p> <p>23% of visitors traveled to the market from more than 10 miles away</p> <p>The 2020 Market generated \$1.5 million in additional economic activity and 12 jobs in the Fond du Lac Metropolitan area. (source: Wisconsin Economic Development Corporation)</p>				
BEYOND THE VENDORS	<p>Weekly musicians</p> <p>Weekly educational and enrichment opportunities, such as display cooking, composting instruction, food preservation FAQs, wellness workshops</p>				
MARKETING OPTIONS (DEPENDENT ON SPONSORSHIP LEVEL)	<p>Secure naming rights, “Farmers Market presented by ...”</p> <p>Logo featured on Farmers Market informational rack cards, posters, and website</p> <p>Logo on market banners, sandwich boards, and/or t-shirts</p> <p>10x10 vending space</p>				
PROMOTION IDEAS	<p>Use a weekly booth to display company information</p> <p>Develop your customer database</p> <p>Provide consumer education to let the community get to know you</p> <p>Offer contests and/or promotions</p>				
LEVELS	PRESENTING	MAJOR	ACTIVITY	SUPPORTING	FRIEND
	\$10,000	\$3,500	\$1,000	\$500	\$100
CONTACT	AMBER BODART				
	131 S. Main St, Suite 101 Fond du Lac, WI 54935			920-322-2006 ext. 2 amber@downtownfdl.com	

Your sponsorship directly supports healthy farmers, healthy food, healthy business, & healthy people.



FARMERS MARKET SPONSORSHIP LEVELS

PRESENTING - \$10,000

- Named as “Presenting Sponsor” in all publications & press appearances for event
- Logo included on informational rack cards for event
- Logo featured on event posters
- Logo on all event signage
- Exhibit space at event
- Logo featured on event website
- Logo or name recognition on social media event notifications
- Recognition in Annual Report

MAJOR - \$3,500

- EBT or Music sponsor
- Included on informational rack cards for event
- Logo featured on event posters
- Logo on banner or sandwich board at event
- Exhibit space at sponsored event
- Logo featured on event website
- Recognition in Annual Report

ACTIVITY - \$1,000

- Demonstration sponsor (healthy cooking, food preservation techniques, composting, etc)
- Name recognition on event website
- Podium recognition during event
- Logo on sandwich board or banner at event
- Exhibit space at sponsored event
- Logo featured on event website
- Recognition in Annual Report

SUPPORTING - \$500

- Choice of a variety of specially scheduled one-time promotional events
- Logo on a sandwich board at event
- Exhibit space at sponsored event 1 time only
- Name recognition on event website
- Recognition in Annual Report

FRIEND - \$100

- Exhibit space at sponsored event 1 time only
- Name recognition on event website
- Recognition in Annual Report



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: _____

If the event needs to be cancelled, how would you like your funds to be handled? _____

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