

## FONDUE FEST

<b>DATE, TIME &amp; LOCATION</b>	September 10, 2022   Saturday   9 am – 5 pm   Main Street				
	Kids' Zone   9 am – 2 pm   US Bank Parking Lot				
<b>ATTENDANCE</b>	20,000 - 25,000 estimated attendees annually				
<b>AUDIENCE &amp; IMPACT</b>	30-65 years old, married with children 80% from the Fond du Lac area Fondue Fest 2021 generated \$2.2 million in additional economic activity. (source: Wisconsin Economic Development Corporation)				
<b>SCOPE OF EVENT</b>	Live music on three stages Family friendly Kids' Zone 250+ Food, merchandise, art & craft vendors 28% of vendors are downtown businesses and 14% are non-profit organizations				
<b>MARKETING OPTIONS</b> (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				
<b>PROMOTION IDEAS</b>	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				
<b>LEVELS</b>	<b>PRESENTING</b>	<b>MAJOR</b>	<b>ACTIVITY</b>	<b>SUPPORTING</b>	<b>FRIEND</b>
	\$5,000	\$2,500	\$1,000	\$500	\$100
<b>CONTACT</b>	<b>AMBER BODART</b> 131 S. Main St, Suite 101 Fond du Lac, WI 54935 920-322-2006 ext. 2 amber@downtownfdl.com				

*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.*



## FONDUE FEST SPONSORSHIPS

### PRESENTING – \$5000 – Fox Valley Savings Bank

- Named as “Presenting Sponsor” in all publications & press appearances for event\*
- Logo on informational rack cards for event\*
- Logo or name recognition on all social media event notifications
- Logo featured on event posters\*
- Option to speak at podium during event
- Logo on all event signage\*
- Logo in newspaper advertisements\*
- Company named in radio broadcasts
- Exhibit space
- Logo featured on event website
- Recognition in Annual Report

### MAJOR - \$2,500

- Music Stage or Kids’ Zone Sponsor
- Logo on informational rack cards for event\*
- Logo featured on event posters\*
- Podium recognition during event
- Logo on stage banner & sandwich board signs at event\*
- Company named in radio broadcasts
- Exhibit space at sponsored event
- Logo featured on event website
- Recognition in Annual Report

### ACTIVITY - \$1,000

- Featured on event posters (name only)
- Podium recognition during event
- Logo on a sandwich board at event\*
- Exhibit space at sponsored event
- Logo featured on event website
- Recognition in Annual Report

### SUPPORTING - \$500

- Logo on a sandwich board at event\*
- Exhibit space
- Featured on event website (name only)
- Recognition in Annual Report

### FRIEND - \$100

- Exhibit space at sponsored event  
1 time only
- Featured on event website (name only)
- Recognition in the Annual Report

*\*Commitment must be received by August 19, 2022, to be included in print materials.*



# SPECIAL EVENTS SPONSORSHIPS

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## YOUR SPONSORSHIP COMMITMENT

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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: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If the event needs to be cancelled, how would you like your funds to be handled: \_\_\_\_\_

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

[www.downtownfdl.com](http://www.downtownfdl.com)

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## WHERE TO SEND YOUR FORM

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Please send completed forms and payment to

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