



NIGHT MARKET SPONSORSHIP LEVELS

DATE, TIME & LOCATION	Thursdays 5 p.m.-8 p.m. Main Street Plaza June 30, July 14, 28, August 11, 25						
ATTENDANCE	1,500-2,000 per event						
AUDIENCE & IMPACT	25-65 years old, married with children 72% of visitors said they dined and/or shopped while attending the Night Market. In 2021 \$393,000 was recorded as direct spending in downtown (source: Wisconsin Economic Development Corporation)						
BEYOND THE VENDORS	Live Music, Fresh Produce, Local Art, Family Fun						
MARKETING OPTIONS (DEPENDENT ON SPONSORSHIP LEVEL)	Secure naming rights, "Night Market" presented by ..." Logo featured on Night Market informational rack cards, posters, and website 10x10 vending space						
PROMOTION IDEAS	Use a booth to display company information Develop your customer database Provide consumer education to let the community get to know you Offer contests and/or promotions						
LEVELS	PRESENTING	ACTIVITY	JUN 30	JUL 14	JUL 28	AUG 11	AUG 25
	\$3,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000

NEBAT

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 the Arts & Entertainment District, local artists, and businesses.



NIGHT MARKET SPONSORSHIP LEVELS

PRESENTING - \$3,000

- 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 - \$1,000

- 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~~ National Exchange Bank & Trust

- Kids activities sponsor
- 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

**Commitment must be received by June 2, 2022, to be included in print materials*



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: _____

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