

DOWNTOWN FOND DU LAC FARMERS MARKET

Saturdays, May 18 – October 26, 2024

8:00 a.m. - Noon

Main Street, Fond du Lac, WI



All Sponsorships Include Free 10x10 Exhibit Space!

Promote your company's goods and services.

Engage with attendees to develop your customer database.

Provide consumer education to let the community get to know you.

Conduct employee recruitment opportunities

Offer contests and/or promotions

...and more!

AUDIENCE INFORMATION

Target Audience:

Adults 30 – 65 years of age, married with children

Average Attendance:

2,500 – 3,000 per week, 60,000 – 72,000 annually (24 operating weeks total)

EVENT SCOPE

The Downtown Fond du Lac Farmer's Market is a community centered weekly event providing live music and access to over 170 unique vendors from across the state offering a variety of goods and services including fresh produce, pre-made food products, specialty products, wellness resources, programs and workshops, educational and enrichment opportunities, and more. *

COMMUNITY IMPACT

On average the Downtown Fond du Lac Farmer's Market attracts tens of thousands of visitors to downtown annually, generating an average of 1.5 million in direct downtown spending and 1.7 million in additional economic activity throughout the region. *

**Based on 2023 economic impact report data from the Wisconsin Economic Development Corporation (WEDC).*

SPONSORSHIP LEVELS

PRESENTING	MAJOR	ACTIVITY	SUPPORTING	FRIEND
\$10,000	\$3,500	\$1,000	\$500	\$100

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

DOWNTOWN FOND DU LAC FARMERS MARKET SPONSORSHIP LEVELS



PRESENTING - \$10,000 - One Spot Available

- Naming rights as “Presenting Sponsor” in all publications and press appearances for the event.*
- Logo and/or name recognition on all event signage*
- Name recognition in all radio promotions
- Logo and/or name recognition on all social media promotion for event
- Logo featured as “Presenting Sponsor” on event informational rack card*
- Logo featured as “Presenting Sponsor” on event promotional posters.*
- Logo placement on sandwich boards throughout the event*
- Name and logo featured on event website as “Presenting Sponsor”
- Free 10x10 exhibit space at event, weekly throughout Farmer’s Market season
- Recognition in 2024 Annual Report

SUPPORTING- \$500 - Unlimited

- Logo placement on one sandwich board at the event*
- Name recognition on event website
- Free 10x10 exhibit space at event - one date only, sponsor’s choice
- Recognition in 2024 Annual Report

MAJOR - \$3,500 - Two Spots Available

- Named as EBT Match or Music Sponsor
- Logo featured on event informational rack card*
- Logo featured on event promotional posters.*
- Logo placement on sandwich boards throughout the event*
- Name and logo featured on event website
- Free 10x10 exhibit space at event - up to three dates, sponsor’s choice
- Recognition in 2024 Annual Report

ACTIVITY- \$1,000 - Unlimited

- Logo placement on one sandwich board at the event*
- Name and logo featured on event website
- Free 10x10 exhibit space at event - up to two dates, sponsor’s choice
- Recognition in 2024 Annual Report

FRIEND - \$100 - Unlimited

- Name recognition on event website
- Free 10x10 exhibit space at event - one date only, sponsor’s choice
- Recognition in 2024 Annual Report

**Commitment must be received by April 1, 2024 to be included in print materials.*