

DOWNTOWN FOND DU LAC NIGHT MARKET

Every Other Thursday, June 27 - August 22, 2024

5:00 p.m. - 8:00 p.m.

Main Street, Fond du Lac, WI



All Sponsorships Include Free 10x10 Exhibit Space!

Display company information.

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 25 – 65 years of age, married with children

Average Attendance:

1,500 – 2,000 per night, 5 nights total

EVENT SCOPE

Downtown Fond du Lac Night Market is a community-based event series held prior to Thelma Sadoff Center for the Arts' Thirteen Thursdays Summer Concert Series. The Downtown Fond du Lac Night Market provides live music, family activities, access to a variety of unique vendors from across the state offering a variety of goods and services including fresh produce, pre-made food products, art, and specialty products, and more.

COMMUNITY IMPACT

The 2023 Downtown Fond du Lac Night Market generated more than \$282,000 in direct spending and attracted approximately 6,250 visitors to downtown. *

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

SPONSORSHIP LEVELS

PRESENTING

\$3,000

KIDS ZONE

\$1,500

MUSIC

\$1,000

Your sponsorship directly supports the enhancement, revitalization, and redevelopment of Fond du Lac's central business district.



DOWNTOWN FOND DU LAC NIGHT MARKET

SPONSORSHIP LEVELS



PRESENTING - \$3,000 - 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, each market date throughout Night Market season
- Recognition in 2024 Annual Report

KIDS ZONE - \$1,500 - One Spot Available

- Named as Kids Zone Sponsor
- Logo featured as “Kids Zone Sponsor” on event informational rack card*
- Logo featured on event promotional posters*
- Podium recognition at the event.
- Logo placement on sandwich board at the event*
- Name and logo featured on event website as Kids Zone Sponsor
- Free 10x10 exhibit space at event - up to three dates, sponsor’s choice
- Recognition in 2024 Annual Report

MUSIC - \$1,000 - Five Spots Available

- Named as Music Sponsor
- Podium recognition at the event.
- Option to have team work beer tent
- Logo placement on stage sandwich board at the event*
- Name and logo featured on event website as “Music Sponsor”
- Free 10x10 exhibit space at event - up to two dates, sponsor’s choice
- Recognition in 2024 Annual Report

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