

# FONDUE FEST

Saturday, September 6, 2025

9:00 am - 5:00 pm

Downtown Fond du Lac

fondue fest



peace



love



fondue

## 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.

Offer family friendly activities on Main Street or in the Kids Zone

Offer discounts, contests and/or promotions

...and more!

## AUDIENCE INFORMATION

**Target Audience:**

Adults and children of all ages!

**Average Attendance:**

20,000\*, a 20% increase from previous year.

## EVENT SCOPE

Fondue Fest is Downtown Fond du Lac's largest one-day festival providing live music on multiple stages; access to 200+ art, craft, food, produce, and specialty good vendors; a Kids Zone; various demonstrations; and of course, fondue!

## COMMUNITY IMPACT

Fondue Fest generates an average of more than \$1.5 million in additional economic activity and attracts approximately 20,000 visitors to downtown, over 25% of whom visit from 20 or more miles away. \*

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

### SPONSORSHIP LEVELS

PRESENTING	MAJOR	ACTIVITY	SUPPORTING	FRIEND
\$5,000	\$2,500	\$1,000	\$500	\$100

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

## SPONSORSHIP LEVELS

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### PRESENTING - \$5,000 - One Spot Available

- Naming rights as “Presenting Sponsor” in all publications and press appearances for the event. \*
- Podium recognition at the event
- Opportunity to speak at the podium during event
- Logo in newspaper advertisements for event
- Logo and/or name recognition on all event promotional 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”
- Up to three (3) free 10x10 exhibit space at event
- Recognition in 2025 Annual Report

### MAJOR - \$2,500 - Three Spots Available

- Named as Kids Zone or Music Sponsor
- Podium recognition at the event
- Logo on stage banner at the event
- Name recognition in all radio promotions
- Logo featured on event informational rack card\*
- Logo featured on event promotional posters.\*
- Logo placement on sandwich board at the event\*
- Name and logo featured on event website
- Up to two (2) free 10x10 exhibit space at event
- Recognition in 2025 Annual Report

### ACTIVITY- \$1,000 - Unlimited

- Podium recognition at the event
- Name featured on event promotional posters.\*
- Logo placement on one sandwich board at the event\*
- Name and logo featured on event website
- One (1) free 10x10 exhibit space at event
- Recognition in 2025 Annual Report

### SUPPORTING- \$500 - Unlimited

- Logo placement on sandwich board at the event\*
- Name recognition on event website
- One (1) free 10x10 exhibit space at event
- Recognition in 2025 Annual Report

### FRIEND - \$100 - Unlimited

- Name recognition on event website
- One (1) free 10x10 exhibit space at event
- Recognition in 2025 Annual Report

*\*Commitment must be received by July 15,2025 to be included in print materials.*