



2026

DOWNTOWN FOND DU LAC SPONSORSHIP OPPORTUNITIES

CONTACT:

Brittany Machleit
Special Events Director
hello@downtownfdl.com
920.322.2006, ext. 2

 DOWNTOWN FONDDULAC Partnership

Organization Overview

THE HISTORY

Founded in 1999 with a purpose of revitalizing downtown Fond du Lac, the DFP works to support, enhance, revitalize, and redevelop Fond du Lac's Downtown Business District.

Led by an eleven-member volunteer Board of Directors and operated by a small staff and plenty of hard-working volunteers, the DFP works to establish and maintain a diverse, prosperous and healthy downtown district that is the social, commercial and cultural heart of our community.

THE MISSION

The Downtown Fond du Lac Partnership (DFP) is an independent 501(c3) non-profit organization that hosts over 50 special and promotional event days in Downtown Fond du Lac each year, drawing over 100,000 attendees annually.

The goal of the DFP is to foster a thriving and inclusive downtown Fond du Lac district. DFP events boost the local economy on average by \$6.6 million by engaging thousands of downtown employees, shoppers, civic leaders, festivalgoers, tourists, families, art patrons, and more.

Sponsoring one or more DFP events will provide your company with the unique opportunity to engage your employees and target audience where they live, work and play while simultaneously strengthening your company's image within the Fond du Lac community.



25+

Years of operations

\$6.6m

Economic Impact

100,000

Attendees per year

Our Events

DFP ANNUAL SPECIAL EVENTS

- Downtown Soup Walk
- Downtown Galentine's Day + VIP Experience
- Downtown Sweet Stroll
- Downtown Chili Crawl
- Downtown Easter Egg Walk
- Downtown Spring Wine Walk
- Downtown Beer & Bourbon Crawl
- Downtown Flower Walk
- Downtown Fond du Lac Farmers Market
- Downtown Holiday Wine Walk
- Fondue Fest
- Downtown Holiday Cookie Walk

DFP ANNUAL PROMOTIONAL EVENTS

- St. Patrick's Day Pub Crawl
- Downtown Derby Day
- Witches Day Out
- Monster March
- Bags & Bucks
- Shop Small Holiday Campaign



We Need Your Support

BECOME A SPONSOR — SUPPORT THE HEART OF DOWNTOWN FOND DU LAC!

The Downtown Fond du Lac Partnership is proud to team up with our amazing community to create events, experiences, and opportunities that make our downtown thrive.

DFP events and operations are largely funded by contributions from donors and event sponsors like you. These important and impactful events simply cannot happen without your support.

And we'd love for you to be part of it.

WHY SPONSOR?

- ★ When you support the Downtown Fond du Lac Partnership, you receive:
 - High-visibility brand exposure at major community events
 - Recognition on promotional materials, social media, and our website
 - Direct connection to thousands of residents and visitors
 - A meaningful role in strengthening the local economy
 - Positive community goodwill by supporting local initiatives

Your sponsorship keeps traditions alive, fuels new programming, and helps create a vibrant downtown experience for everyone.



FARMERS MARKET

Saturdays, May 16 – October 31, 2026
8:00 a.m. – Noon
Main Street



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 and families

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 190 unique vendors from across the state offering a variety of goods and services, including fresh produce, pre-made and ready-to-eat food products, specialty products, community 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 Wisconsin Economic Development Corporation (WEDC).

SPONSORSHIP LEVELS

PRESENTING	MAJOR	ACTIVITY	SUPPORTING	FRIEND
\$15,000	\$5,000	\$1,000	\$500	\$100

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



FARMERS MARKET

Saturdays, May 16 – October 31, 2026
8:00 a.m. – Noon
Main Street



PRESENTING – \$15,000 – One Spot

- 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 2026 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 – up to two dates, sponsor’s choice
- Recognition in 2026 Annual Report

MAJOR – \$5,000 – Two Spots

- 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 six dates, sponsor’s choice
- Recognition in 2026 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 four dates, sponsor’s choice
- Recognition in 2026 Annual Report

FRIEND – \$100 – Unlimited

- Name recognition on event website
- Free 10x10 exhibit space at event – one date only, sponsor’s choice
- Recognition in 2026 Annual Report

*Commitment must be received by March 15, 2026 to be included in print materials.

FONDUE FEST

Saturday, September 12, 2026
9:00 am – 5:00 pm
Downtown Fond du Lac

fondue fest



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 Kid's Zone

Offer discounts, contests and/or promotions

...and more!

AUDIENCE INFORMATION

Target Audience:
Adults and children of all ages!

Average Attendance:
15,000

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 Kid's Zone; various demonstrations; and of course, fondue!

COMMUNITY IMPACT

Fondue Fest generates more than \$1.5 million in economic activity and attracts approximately 15,000 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
\$10,000	\$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

fondue fest



peace



love



fondue

PRESENTING – \$10,000 – One Spot

- 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 advertisement 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 2026 Annual Report

MAJOR – \$2,500 – 3 Spots

- Named as Kids Zone or Music Stage 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 2026 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 2026 Annual Report

FRIEND – \$100 – Unlimited

- Name recognition on event website
- One (1) free 10x10 exhibit space at event
- Recognition in 2026 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 2026 Annual Report

*Commitment must be received by July 15, 2026 to be included in print materials.

ADDITIONAL PRESENTING SPONSORSHIPS

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



Presenting Sponsors for all the following events & promotions will receive:

- Secure naming rights as "Presenting Sponsor" in all publications and press appearances for the event. *
- Logo and/or name recognition on all social media promotion for event
- Logo featured as "Presenting Sponsor" on event informational rack card* **
- Logo featured on event promotional posters*
- Name recognition and logo featured on event website as "Presenting Sponsor"
- Recognition in 2026 Annual Report
- Logo in newspaper advertisements* **
- Company named in radio broadcasts **
- Two (2) free tickets to sponsored event.**

* Sponsorship Commitment must be received at least 8 weeks before event date to be included in print materials

** Where applicable; not all events feature these items/promotions



Soup Walk AVAILABLE FOR 2027

\$1,000

Saturday, January 17th - 11 A.M. - 3 P.M.

Key Demographic: Adults, age 18 - 55

300 tickets sold; Ticket holders receive various soup samples at participating locations.



Galentine's Day CLAIMED

\$1,000

Saturday, January 31st - 9 A.M. - 3 P.M.

Key Demographic: Women age 18-55

All day promotional event centered around women celebrating women. Featuring specials, promotions, contests and other activities hosted by downtown businesses.



Sweet Stroll AVAILABLE FOR 2027

\$1,000

Saturday, February 14th - 10 A.M. - 2 P.M.

Key Demographic: Families with Children

200 tickets sold; Ticket holders receive various sweet treat samples at participating locations. Takes place during Sturgeon Spectacular Weekend



Chili Crawl AVAILABLE FOR 2027

\$1,000

Saturday, February 14th - 11 A.M. - 3 P.M.

Key Demographic: Adults 18-55

300 tickets sold; Ticket holders receive various chili samples at participating locations and vote for their favorite. Takes place during Sturgeon Spectacular Weekend.

ADDITIONAL PRESENTING SPONSORSHIPS

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



St. Patrick's Day Pub Crawl

\$1,000

Saturday, March 11th – 3 P.M. – Close

Key Demographic: Adults, age 21-35+

St. Patrick's Day themed promotion featuring specials, promotions, contests and other activities hosted by participating downtown businesses. DFP manages promotion.



Downtown Easter Egg Walk

\$1,000

Saturday, March 28th – 11 A.M. – 2 P.M.

Key Demographic: Families with Children

200 tickets sold; Ticket holders receive various easter eggs filled with treats at participating locations.



Spring Wine Walk **CLAIMED**

\$3,000

Saturday, April 18th – 12 P.M. – 5 P.M.

Key Demographic: Adults age 21-55

600 tickets sold; Ticket holders receive samples of sweet wine, dry wine, or mocktails at participating locations.



Downtown Derby Day

\$1,000

Saturday, May 2nd – All Day

Key Demographic: Adults age 18+

Fond du Lac's All Day Celebration of the running of the Kentucky Derby. Derby themed activities, specials, watch parties, contests, and prizes hosted by numerous downtown businesses.



Beer & Bourbon Crawl

\$2,000

Saturday, May 2nd – 1 P.M. – 5 P.M.

Key Demographic: Adults age 21-55

Fond du Lac's All Day Celebration of the running of the Kentucky Derby. Derby themed activities, specials, watch parties, contests, and prizes hosted by numerous downtown businesses.



Witches Day Out

\$1,000

Saturday, October 24th – All Day

Key Demographic: Women age 21 - 55

Halloween themed promotion featuring specials, contests and other activities hosted by participating downtown businesses. DFP manages coordination and promotion.

ADDITIONAL PRESENTING SPONSORSHIPS



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



Monster March

\$1,000

Saturday, October 31st – 10 A.M – 12 P.M

Key Demographic: Families with Children

Halloween Trick or Treat themed promotional event. DFP manages coordination and promotes participating downtown businesses and Farmer's Market vendors.



Holiday Wine Walk **CLAIMED**

\$3,000

Saturday, November 7th – 12 P.M. – 5 P.M.

Key Demographic: Adults age 21 – 55

600 tickets sold; Ticket holders receive samples of sweet wine, dry wine, or mocktails at participating locations.



Bags & Bucks

\$1,000

Saturday, November 21st – 9 A.M. – 3 P.M.

Key Demographic: Women age 18+

Deer Camp Weekend themed promotion featuring specials, promotions, contests and other activities hosted by participating downtown businesses. DFP manages coordination and promotion.



Shop Small Campaign

\$2,000

November 1st – December 31st

Key Demographic: Adults age 18+

Shop Small promotional campaign including Small Business Saturday and Shop Small Sweepstakes. DFP manages coordination and promotion of Small Business Saturday specials hosted by participating downtown businesses, collects & logs all Sweepstakes entries, and coordinates grand prize distribution.



Holiday Cookie Walk

\$1,000

Saturday, December 5th 11 A.M. – 2 P.M.

Key Demographic: Families and Children

200 tickets sold; Ticket holders receive various cookie samples at participating locations.

SPONSORSHIP COMMITMENT FORM



Business Name: _____

Contact Person: _____

Address: _____

Email Address: _____

Business Phone: _____

Signature: _____

Date: _____

Event: _____

<input type="checkbox"/> Presenting	If applicable:
<input type="checkbox"/> Major	<input type="checkbox"/> Kids Zone
<input type="checkbox"/> Activity	<input type="checkbox"/> Music
<input type="checkbox"/> Supporting	<input type="checkbox"/> EBT
<input type="checkbox"/> Friend	

Sponsorship amount: _____

Event: _____

<input type="checkbox"/> Presenting	If applicable:
<input type="checkbox"/> Major	<input type="checkbox"/> Kids Zone
<input type="checkbox"/> Activity	<input type="checkbox"/> Music
<input type="checkbox"/> Supporting	<input type="checkbox"/> EBT
<input type="checkbox"/> Friend	

Sponsorship amount: _____

Event: _____

<input type="checkbox"/> Presenting	If applicable:
<input type="checkbox"/> Major	<input type="checkbox"/> Kids Zone
<input type="checkbox"/> Activity	<input type="checkbox"/> Music
<input type="checkbox"/> Supporting	<input type="checkbox"/> EBT
<input type="checkbox"/> Friend	

Sponsorship amount: _____

Event: _____

<input type="checkbox"/> Presenting	If applicable:
<input type="checkbox"/> Major	<input type="checkbox"/> Kids Zone
<input type="checkbox"/> Activity	<input type="checkbox"/> Music
<input type="checkbox"/> Supporting	<input type="checkbox"/> EBT
<input type="checkbox"/> Friend	

Sponsorship amount: _____

All sponsorships are tax-deductible to the full extent of the law.

Please send completed form and payment to:

Brittany Machleit

Special Events Director
131 S. Main Street, Suite 101
Fond du Lac, WI 54935
920.322.2006 ext. 2
hello@downtownfdl.com

