



2023 Sponsorship Proposal

Be a part of our community. Be a part of our festivals!

We are a 501-c3 organization dedicated to creating and hosting family-friendly, inclusive festivals and special events that showcase our community and give back to other area nonprofits. Sponsorship and volunteer opportunities are available for businesses, organizations, and individuals.

Fond du Lac Festivals Major Contributor Program

Through the major contributor sponsorship program, Fond du Lac Festivals is looking to create stronger bonds with our sponsors and provide additional recognition of community involvement and positive publicity for your company throughout the year. To qualify for additional publicity, corporate sponsors are asked to achieve a certain level of financial contributions over the course of one year – please see below:

1. Platinum Supporters (\$25,000+)
2. Gold Supporters (\$12,500+)
3. Silver Supporters (\$6,000+)

We will recognize our loyal and generous sponsors and their contribution levels through the following:

- Official Supporter of Fond du Lac Festivals recognition (included on window decal or lobby placards)
- Recognition on an Annual Recap to be distributed to all event sponsors and partners
- Recognition on an Annual Social Media Post with contribution level

For more info:

Peter Wilke – Executive Director

director@fdlfest.com

920-238-1282

www.FDLFest.com

2023 Event Calendar



Bags Fest (February 4, 2023)

In February 2022, Fond du Lac Festivals hosted the premier winter cornhole tournament known as Bags Fest. It was considered the largest winter tournament this side of I-94. 45 teams participated and feedback was extremely positive. Due to its popularity in Year 1, this event has an opportunity to expand with a kids division, singles and mixed doubles divisions, and other activities.

Sturgeon Spectacular (February 10 - 12, 2023)

In 2015, this celebration of winter and really big fish was created. Sturgeon Spectacular has been growing in popularity ever since and has become one of the most unique winter festivals in Wisconsin. It packs free, family-friendly activities into the 2nd weekend in February while the sturgeon spearing season kicks off. Indoor and outdoor, family-friendly activities are spread throughout downtown Fond du Lac and Lakeside Park. Each year, we look to create fun, new events that all ages will enjoy with The Wisconsin State Snow Sculpting Championship and Outdoor Curling Funspiel highlighting the weekend.



Walleye Weekend (June 9 - 11, 2023)

Walleye Weekend has been a tradition in Fond du Lac since 1979 when it started with the Mercury National Walleye Tournament. Since then it has grown to be the region's most popular festival with family-friendly activities and shows; including tournaments, great food, and live entertainment across three stages. This event serves as the largest annual fund-raiser for many area nonprofits, raising over two million dollars over the past 10 years. Other highlights include the Walleye Run/Walk, Family Fishing Tournament, and the Walley-ball Softball Tournament.

Fondy Fall-toberfest (October 21, 2023)

Fond du Lac Festivals looks to introduce a festival that combines fun fall activities with German traditions that the whole family can enjoy. We hope to tap into the beauty of Lakeside Park and create a fall destination for locals and visitors to enjoy in late October and create a unique fall festival that our community can call our own.



Bags Fest 2023 Sponsorship Opportunities

Date: Saturday, February 4th, 2023
Location: FDL County Fairgrounds, Recreation Center

General Information:

In February 2022, Fond du Lac Festivals hosted the premier winter cornhole tournament known as Bags Fest. It was considered the largest winter tournament this side of I-94. 45 teams participated and feedback was extremely positive. Due to its popularity in Year 1, we look to expand divisions to include a kids' division, singles, additional partner divisions, and other activities the first Saturday of February. Event includes food, beverages, and door prizes.

We look to create friendly competition with a "Best Baggers" Competition which includes sponsors, community businesses and organizations, and other event partners. The top teams among the Best Baggers will win a trophy, custom Bags Fest jerseys, and other prizes.



2022 Champions
Mark Richards/David Morse

Sponsorship Timeline:

- October 2022 General sponsorship discussions
- Week of November 7th, 2022 Tailored sponsorship plans finalized
- December 2022 – February 10, 2023 Bags Fest 2023 Promotions

Presenting Sponsorship (\$5,000)

Bags Fest Presenting Sponsorship includes elements below:

- **Company to be named "Presenting Sponsor" of Bags Fest 2023. Company logo/marks included** and/or link/affiliation/mentions represented in the following: social media, promotional materials - posters and printed event schedules, on-site signage, radio, blog, etc. (*i.e. "Bags Fest 2023 is presented by _____"*)
- Inclusion on **four (4) social media** promotional posts prior to the event
- **Company logo/marks included on all** event signage
- **Company logo/marks included at top of sponsor area** on event webpage.
- Free Entry for **two (2) sponsored teams into "Best Baggers" Competition**
- Added value sponsorship opportunities (may include on-site activation, additional social media posts, **blog, radio mentions**, partnership promotions, etc.)

"Airmail" Sponsorship (\$1,000)

Bags Fest "Airmail" Sponsorship includes elements below:

- Inclusion on one **(1) social media** promotional post prior to the event
- **Logo inclusion on select** event signage representing sponsors/event partners
- **Logo inclusion in sponsor area** on event webpage.
- Free Entry for **one (1) sponsored team into "Best Baggers" Competition**
- Added value opportunities may include on-site activation, additional social media, partnership promotions, etc.

Sturgeon Spectacular 2023 Sponsorship Opportunities

Dates: Friday, February 10th – Sunday, February 12th, 2023
Location: Downtown Fond du Lac & Lakeside Park

General Info:

In 2015, this celebration of winter and really big fish was created. Sturgeon Spectacular has been growing in popularity ever since and has become one of the most popular winter festivals in Wisconsin and the region.

It packs free, family-friendly activities into the 2nd weekend in February while the sturgeon spearing season kicks off. Indoor and outdoor activities are spread throughout downtown Fond du Lac and at Lakeside Park with something for everyone. The Wisconsin State Snow Sculpting Championship in downtown Fond du Lac along with the Outdoor Curling Funspiel on a frozen Lake Winnebago are always crowd-favorites. New in 2023, we will be hosting a Light-up snow sculpture walk at Lakeside Park from Saturday, February 11th – Sunday, February 19th.

Sponsorship Timeline:

- October 2023
- Week of November 7th, 2022
- December 1, 2022 – February 10, 2023
- February 10 – 12, 2023

General sponsorship discussions
Tailored sponsorship plans finalized and sent
Sturgeon Spectacular 2023 Promotions
Sturgeon Spectacular 2023

▶ ONLY IN FOND DU LAC, WISCONSIN ◀

STURGEON SPECTACULAR

A CELEBRATION OF WINTER
AND REALLY BIG FISH.

FDL.COM/SS
#SSFDL



Sturgeon Spectacular Sponsorship Tiers

Platinum Spear Sponsorship (\$10,000+)

Sturgeon Spectacular Platinum Spear Sponsorship includes elements below:

- **Recognition as “PLATINUM SPEAR SPONSOR” of Sturgeon Spectacular 2023. Company logo/marks included** and/or link/affiliation/mentions represented in the following: social media, promotional materials - posters and printed event schedules, on-site signage, **radio, blog**, etc.
- **Recognition as “OFFICIAL EVENT SPONSOR” of agreed upon sponsored event/areas in all media promoting said events/areas - website, social media, event schedules, etc. (First choice of one major event/area and additional activities/areas. - To be determined and agreed upon)**
- Company name/link included on at least **four (4) social media** promotional posts prior to the event.
- Company logo/marks included under **“Platinum Spear Sponsors” section at top of sponsor area** on event website.
- Added value sponsorship opportunities (may include on-site activation, additional social media posts, partnership promotions, event emails and newsletters, etc.)

Golden Spear Sponsorship (\$2,500+)

Sturgeon Spectacular Golden Spear Sponsorship includes elements below:

- **Recognition as “GOLDEN SPEAR SPONSOR” of Sturgeon Spectacular 2023. Company logo/marks included** and/or link/affiliation/mentions represented in the following: social media, promotional materials - posters and printed event schedules, on-site signage.
- **Recognition as “OFFICIAL EVENT SPONSOR” of agreed upon sponsored event/areas in following media promoting said events/areas - website, social media, event schedules, etc. (Choice of one event/area. - To be determined)**
- Company Logo/Marks included on **two (2) social media** promotional posts prior to the event.
- Company logo/marks inclusion under **“GOLDEN SPEAR SPONSORS”** section in sponsor area on event website.
- Added value sponsorship opportunities (may include on-site activation, additional social media posts, partnership promotions, event emails and newsletters, etc.)

Silver Spear Sponsorship (\$1,000+)

Sturgeon Spectacular Silver Spear Sponsorship includes elements below:

- **Recognition as “SILVER SPEAR SPONSOR” of Sturgeon Spectacular 2023. Company logo/marks included** in the following: promotional materials - posters and printed event schedules and on-site signage.
- Company Logo/Marks included on **one (1) social media** promotional post prior to the event.
- Company logo/marks inclusion under **“SILVER SPEAR SPONSORS”** section in sponsor area on event website.
- Sponsorship and choice of one (1) of the Wisconsin State Snow Sculpting Team Sculptures (Selection based on financial contribution).
- Added value sponsorship opportunities (may include on-site activation, additional social media posts, partnership promotions, event emails and newsletters, etc.)

*Event sponsorship is based upon first right of refusal and/or first come, first served among qualifying sponsors. Fond du Lac Festivals will make every effort to accommodate a request for sponsorship affiliation of event/show/area/stage.

Walleye Weekend 2023 Sponsorship Opportunities

2023 Dates: Friday, June 9th – Sunday, June 11th, 2023
Location: Lakeside Park, Fond du Lac, Wisconsin

General Info:

In 2022, Fond du Lac Festivals helped raise over \$250,000 for 36 area nonprofit organizations during the 3-day festival. Walleye Weekend has become the largest annual fundraiser for many area nonprofit organizations and has raised over two million dollars since 2012. We would like for you to be a part of the tradition that is Walleye Weekend and help the spirit of giving to continue for generations to come.

Join us for three days of family-fun; tournaments, live music on three stages, great food, and all the traditions that accompany Fond du Lac's biggest festival. Highlights of the weekend include the Mercury National Walleye Tournament, the Family Fishing Tourney, the Walleye Run/Walk, Walley-ball Softball Tournament, Wild World of Animals, Pier Pups and so much more!



Sponsorship Timeline:

- February 2023 Event Plan confirmed / General Promotions begin
- Week of February 27, 2023 Tailored sponsorship proposals sent
- Week of March 13, 2023 Sponsorship proposals finalized
- April 3 - June 10, 2023 Walleye Weekend Event-specific Promotions
- June 9 – 11, 2023 Walleye Weekend 2023 Event Dates



Walleye Weekend Sponsorship Tiers

Tier 1 “Legend” Sponsorship (\$10,000+)

Walleye Weekend Legend Sponsorship includes elements below:

- **Recognition as “LEGEND SPONSOR” of Walleye Weekend 2023. Company logo/marks included** and/or link/affiliation/mentions represented in the following: social media, promotional materials - posters and printed event schedules, on-site sponsor signage, **radio, blog**, etc.
- **Recognition as “OFFICIAL EVENT SPONSOR” of agreed upon sponsored events/areas in all media promoting said events/areas - website, social media, event schedules, etc. (First choice of affiliated major event/area/stage and additional activities/areas. - To be determined*)**
- Company name/link included on at least **four (4) social media** promotional posts prior to the event.
- Company logo/marks included under **“Legend Sponsors Section” at top of sponsor area** on event website.
- Added value sponsorship opportunities (may include on-site activation, additional social media posts, partnership promotions, event emails and newsletters, etc.)
- **Twelve (12) VIP Passes and designated parking for six (6) vehicles** during all three (3) days of Walleye Weekend.

Tier 2 “Rockstar” Sponsorship (\$5,000+)

Walleye Weekend Rockstar Sponsorship includes elements below:

- **Recognition as “ROCKSTAR SPONSOR” of Walleye Weekend 2023. Company logo/marks included** and/or link/affiliation/mentions represented in the following: social media, promotional materials - posters and printed event schedules, and on-site sponsor signage.
- **Recognition as “OFFICIAL EVENT SPONSOR” of agreed upon sponsored events/areas in all media promoting said events/areas - website, social media, event schedules, etc. (Choice of affiliated event/area and additional activities/areas. - To be determined*)**
- Company name/link included on at least **two (2) social media** promotional posts prior to the event.
- Company logo/marks included under **“Rockstar Sponsors Section” within sponsor area** on event website.
- Added value sponsorship opportunities may include on-site activation, additional social media posts, partnership promotions, event emails and newsletters, etc.
- **Eight (8) VIP Passes and designated parking for four (4) vehicles** during all three (3) days of Walleye Weekend.

Tier 3 “Headliner” Sponsorship (\$2,500+)

Walleye Weekend Headliner Sponsorship includes elements below:

- **Recognition as “HEADLINER SPONSOR” of Walleye Weekend 2023. Company logo/marks included** and/or link/affiliation/mentions represented in the following: social media, promotional materials - posters and printed event schedules, and on-site signage sponsor signage.
- **Recognition as “OFFICIAL EVENT SPONSOR” of agreed upon sponsored event/area in all media promoting said events/areas - website, social media, event schedules, etc. (Choice of affiliated event/area - To be determined*)**
- Company name/link included on at least **one (1) social media** promotional post prior to the event.
- Company logo/marks included under **“Headliner Sponsors Section” within sponsor area** on event website.
- Added value sponsorship opportunities may include on-site activation, additional social media posts, partnership promotions, event emails and newsletters, etc.
- **Four (4) VIP Passes and designated parking for two (2) vehicles** during all three (3) days of Walleye Weekend.

Tier 4 “Performer” Sponsorship (\$1,000+)

Walleye Weekend Performer Sponsorship includes elements below:

- **Recognition as “PERFORMER SPONSOR” of Walleye Weekend 2023. Company logo/marks included** and/or link/affiliation/mentions represented in the following: event schedules and on-site sponsor signage.
- Company logo/marks included under **“Performer Sponsors Section” within sponsor area** on event website.
- Added value sponsorship opportunities may include on-site activation or additional social media posts, etc.
- **Two (2) VIP Passes and designated parking for one (1) vehicle** during all three (3) days of Walleye Weekend.

***Event sponsorship is based upon first right of refusal and/or first come, first served among qualifying sponsors. Fond du Lac Festivals will make every effort to accommodate a request for sponsorship affiliation of event/show/area/stage.**

Fondy Fall-toberfest 2023 Sponsorship Opportunities

Proposed Event Date: Saturday, October 21st
Proposed Event Location: Lakeside Park



Proposed Event Plan:

Fond du Lac Festivals looks to celebrate Fall in 2023 by bringing together family-friendly elements of a fall festival - jack-o-lanterns, pumpkin painting, jumping in leaves, caramel apples, corn mazes, costume contests; and the German heritage and traditions of a traditional Oktoberfest style events (polka, brats, beer, Hammerschlagen, Masskrugstemmen, (you might need to Google those) and other activities.

We look to form partnerships with our region's agri-tourism businesses and create fund-raising opportunities through this event. We feel that this festival has a real opportunity to grow year over year and provide another festival that our community can gather for and enjoy while taking in the splendors of Fall at Lakeside Park.

Sponsorship Timeline:

- | | |
|------------------------|---|
| • April 2023 | General sponsorship discussions |
| • June 2023 | Tailored sponsorship plans finalized and sent |
| • June - October, 2023 | Fondy Fall-toberfest 2023 Promotions |



Fondy Fall-toberfest Sponsorship Tiers

Presenting Sponsorship (\$10,000+)

Fondy Fall-toberfest Presenting Sponsorship includes elements below:

- **Company to be named “PRESENTING SPONSOR” of Fondy Fall-toberfest 2023.**
- **Company logo/marks included** and/or link/affiliation/mentions represented in the following: social media, promotional materials - posters and printed event schedules, on-site signage, radio, blog, etc. *(i.e. “Fondy Fall-toberfest 2023 is presented by _____”)*
- Inclusion on **four (4) social media** promotional posts prior to the event
- **Company logo/marks included on all** event signage
- **Company logo/marks included** on all event webpages, including logo/link on top of sponsors webpage.
- Added value sponsorship opportunities (may include on-site activation, additional social media posts, **blog, radio mentions**, partnership promotions, etc.)
- **Eight (8) VIP Passes and designated parking for four (4) vehicles** at event.

Tier 1 Sponsorship (\$2,500+)

Fondy Fall-toberfest Tier 1 Sponsorship includes elements below:

- **Recognition as “TIER 1 SPONSOR” of Fondy Fall-toberfest 2023. Company logo/marks included** and/or link/affiliation/mentions represented in the following: social media, promotional materials - posters and printed event schedules, on-site signage.
- **Recognition as “OFFICIAL EVENT SPONSOR” of agreed upon sponsored event/area in following media promoting said events/areas - website, social media, event schedules, etc. (Choice of one event/area. - To be determined)**
- Company Logo/Marks included on **two (2) social media** promotional posts prior to the event.
- Company logo/marks inclusion under **“TIER 1 SPONSORS”** section in sponsor area on event website.
- Added value sponsorship opportunities (may include on-site activation, additional social media posts, partnership promotions, event emails and newsletters, etc.)
- **Four (4) VIP Passes and designated parking for two (2) vehicles** at event.

Tier 2 Sponsorship (\$1,000+)

Fondy Fall-toberfest Tier 2 Sponsorship includes elements below:

- **Recognition as “TIER 2 SPONSOR” of Fondy Fall-toberfest 2023. Company logo/marks included** and/or link/affiliation/mentions represented in the following - event schedules and on-site sponsor signage.
- Company Logo/Marks included on **one (1) social media** promotional post prior to the event.
- Company logo/marks inclusion under **“TIER 2 SPONSORS”** section in sponsor area on event website.
- Added value sponsorship opportunities may include on-site activation and additional social media posts.
- **Two (2) VIP Passes and designated parking for one (1) vehicle** at event.

Event Partner (\$250+ or in-kind donations)

Event partnership includes elements below:

- Company/Organization logo/marks included in partner area of event signage and website



Fond du Lac Festivals 2023 Sponsorship Proposal

Sponsor:

Contact:

2022 Total Sponsorship Contribution: \$
Total financial contribution from 2022

Summary of 2022 Sponsorship (if applicable)



2023 Sponsorship Contribution & Elements

Bags Fest 2023: \$

Sturgeon Spectacular 2023: \$

Walleye Weekend 2023: \$

Fondy Fall-toberfest 2023: \$

2023 Proposed Total Sponsorship Contribution: \$
Total proposed financial contribution for 2023

2023 Fond du Lac Festivals Sponsorship Recognition & Elements:

1. **Bags Fest 2023 Sponsorship – See Page 3**
2. **Sturgeon Spectacular Sponsorship – See Page 5**
3. **Walleye Weekend Sponsorship – See Page 7/8**
4. **Fondy Fall-toberfest Sponsorship – See Page 10**



For all festivals sponsored, sponsors are asked to provide:

- Assistance with promotion of event/activity where possible (Facebook, e-blasts, poster placement, etc.)
- Sponsor may provide their own branded tent, posters, table covering, and any other promotional items to sponsored areas or items (where applicable)
- Sponsor may provide up to 1,000 promotional items to be distributed in conjunction with sponsored event/area (Item to be discussed and agreed upon)
- Current hi-res logo and/or marks (with any necessary brand guidelines) to be used in all digital and on-site marketing

-----ACKNOWLEDGEMENT-----

I hereby acknowledge and agree to the terms of this agreement.

Sponsor Name: _____

Sponsor Signature: _____ Date: _____

Sponsor Representative (please print): _____

Fond du Lac Festivals Signature: _____ Date: _____

Peter Wilke – Executive Director, Fond du Lac Festivals, Inc.