



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

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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.



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:

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

2023 Fond du Lac Festivals Sponsorship Recognition & Elements:

- See Page 4



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.