



2024 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.

2023 Year-end Review

In 2023, Fond du Lac Festivals focused on growth and took steps toward further success, transformation, and purpose. The organization once again helped raise over \$240,000 in our fiscal year across four events by partnering with nonprofit organizations in our area. Through events like Bags Fest, Sturgeon Spectacular, Walleye Weekend, and the ALL NEW Fondy FallToberFest, we have been able to fulfill our mission of creating and hosting family-friendly festivals and special events that showcase our community as well as our vision of giving back to the community in various ways.



For more information on sponsorship or donations:

Peter Wilke – Executive Director

director@fdlfest.com

920-238-1282

www.FDLFest.com

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 lobby plaque) *
- Recognition on an Annual Recap to be distributed to all event sponsors and partners.
- Recognition on an Annual Social Media Post with contribution level

**Major contributors can elect not to have a physical plaque provided due to limited space, etc.*

Thank you to all our major contributors in 2023!



Fond du Lac Festivals looking forward - 2024 Event Calendar



Bags Fest (February 2 & 3, 2024)

On the first weekend in February, we look to host our 3rd annual Bags Fest at the Fond du Lac Fairground the first weekend of February. This event provides an opportunity for people in the community to gather and play one of the country's most popular sports in a family-friendly indoor setting when temperatures outside are less than desirable. We will continue our family-friendly programming on Saturday and look to add a social tournament on Friday evening as well.

Sturgeon Spectacular (February 9 - 11, 2024)

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 7 - 9, 2024)

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, as well as family-friendly programming and entertainment.

Fondy FallToberFest (October 19, 2024)*

Fond du Lac Festivals introduced a brand new family-friendly event in 2023, and looks to expand on the success and popularity we saw in its first year. Discussions on how to improve the event have begun and we plan to continue our tradition of providing fundraising opportunities at our events.

****Considering date change to October 12, 2024 to align with Giant Pumpkin Growers Schedule and offer a Giant Pumpkin Weigh-off.***

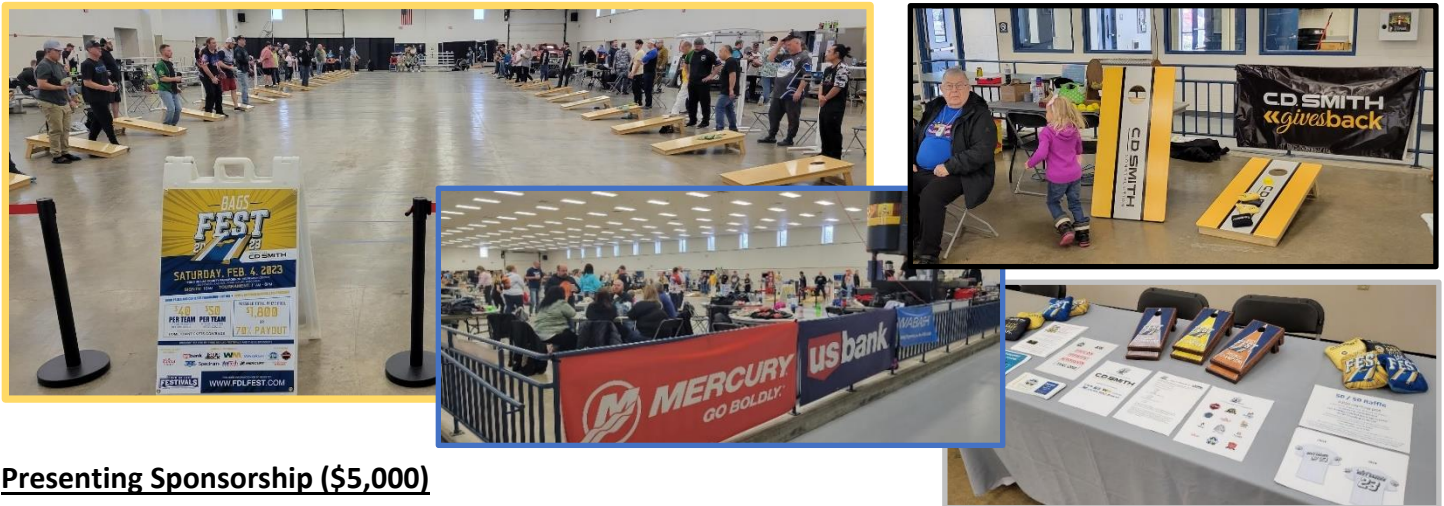


Bags Fest



Date: Saturday, February 2nd & 3rd, 2024
Location: FDL County Fairgrounds, Recreation Building
General Information:

In February 2023, Fond du Lac Festivals hosted the 2nd annual premier winter cornhole tournament known as Bags Fest along with family-friendly activities. It was one of the largest winter tournaments in our region. 64 teams participated and feedback was extremely positive. With continued support and success, we feel we can increase the scope and add 2nd tournament to the weekend for even more fun.



Presenting Sponsorship (\$5,000)

Bags Fest Presenting Sponsorship includes elements below:

- **Company to be named “Presenting Sponsor” of Bags Fest 2024. 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 2024 is presented by _____**”)
- Inclusion on **four (4) social media** promotional posts prior to the event
- Company “call-out” included on **all radio ads** 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 Team Entry for **two (2) sponsored teams** into “**Best Baggers**” Competition
- Added value sponsorship opportunities.

“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

Best Baggers Team Registration & Event Partner (\$250)

- **Registration for one team to represent your business or organization.**
- **Logo inclusion on Best Baggers** event signage
- **Logo inclusion in partner area** on event webpage.

Sturgeon Spectacular

Dates: February 9th – 11th, 2024

Location: Downtown Fond du Lac & Lakeside Park

General Event Info :

In 2024, we will continue to highlight both Downtown Fond du Lac and Lakeside Park by celebrating winter and really big fish! This new tradition of free, family-friendly programming will host the Wisconsin State Snow Sculpting Championships along with ice sculpting, curling, downtown promotions, and lots more winter fun for the community the 2nd weekend of February.



Platinum Spear Sponsorship (\$10,000+)

Sturgeon Spectacular Platinum Spear Sponsorship includes elements below:

- **Recognition as “PLATINUM SPEAR SPONSOR” of Sturgeon Spectacular 2024. 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 “call-out” included on at least **ten (10) radio ads** 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 2024. 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 “call-out” included on at least **two (2) radio ads** 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 2024. 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.)

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

2024 Dates: Friday, June 7th – Sunday, Jun 9th
Location: Lakeside Park, Fond du Lac, Wisconsin

Event Overview

Walleye Weekend celebrated 44 years of success in the Fond du Lac community in 2023. Fond du Lac Festivals teamed up with 38 local, nonprofit organizations to execute this 3-day festival and helped with their annual fund-raising efforts.

Event Summary & Highlights

- Estimated 42,000 in attendance over 3 days
- Close to \$225,000* raised by local non-profit groups
 - Concessionaires: Approximately \$175,000 raised
 - Other Support Groups: Close to \$50,000*
- The Community helped Sleep in Heavenly Peace build 44 beds to celebrate 44 years of Walleye Weekend
- Added entertainment to have more variety and even more bands that the past few years
- Expanded family-friendly programming with more activities at FamilyLand and Imagination Island
- Retooled our Courtesy Cart Program to offer quicker rides for those in need.
- Added security and safety measures to have a safer event and environment.



Walleye Weekend 2024 Sponsorship Opportunities

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

Walleye Weekend Legend Sponsorship includes elements below:

- **Recognition as “LEGEND SPONSOR” of Walleye Weekend 2024.** *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 “call-out” included on at least **ten (10) radio ads** 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) Passes to VIP Lounge 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 2024.** *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 “call-out” included on at least **five (5) radio ads** 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) Passes to VIP Lounge 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 2024. 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 “call-out” included on at least **two (2) radio ads** 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) Passes to VIP Lounge 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 2024. 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.

<p>*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.</p>

Fond du Lac's newest event – Fondy Fall-toberfest

2024 Event Date: Saturday, October 12th*
Event Times: 10am – 9pm
Proposed Event Location: Lakeside Park*



Event Overview:

Fond du Lac Festivals looks to continue this newly founded tradition of celebrating Fall by bringing together family-friendly elements of a fall festival - pumpkin painting, jumping in leaves, caramel apples, horse-drawn wagon rides, costume contests; and the German heritage and traditions of a traditional Oktoberfest style event (polka, brats, beer, Hammerschlagen, Masskrugstemmen, (you might need to Google those) and other activities. We saw success in Year 1 and look to build on that to ensure we provide family-friendly events year-round for Fond du Lac and surrounding communities. We've also started exploring the possibility of adding a Giant Pumpkin Weigh-off in 2024.

**Discussions regarding date & venue have begun based on first year feedback*



Presenting Sponsorship (\$10,000+)

Fondy FallToberFest Presenting Sponsorship includes elements below:

- **Company to be named “PRESENTING SPONSOR” of Fondy FallToberFest 2024.**
- **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 FallToberFest 2024 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.)

Tier 1 Sponsorship (\$2,500+)

Fondy Fall-toberfest Tier 1 Sponsorship includes elements below:

- **Recognition as “TIER 1 SPONSOR” of Fondy FallToberFest 2024. 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.)

Tier 2 Sponsorship (\$1,000+)

Fondy Fall-toberfest Tier 2 Sponsorship includes elements below:

- **Recognition as “TIER 2 SPONSOR” of Fondy FallToberFest 2024. 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.

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.