

# FONDY FALL TOBERFEST

NEW!

**Event:** *Fondy Fall-toberfest*  
**Proposed Dates:** Saturday, October 12th, 2024  
**Location:** Oven Island/Softball Island – Lakeside Park  
**Summary:** A mix of kid-friendly, family-friendly fall activities and German-style Oktoberfest celebrations and traditions, along with a Giant Pumpkin Weigh-off, kids activities, and live music throughout the day.

**Event Partners:** Nonprofit organizations  
Wisconsin Giant Pumpkin Growers  
Food Trucks & other vendors

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.

### ***Children & Family Activities may include:***

- Live Music Entertainment
- Giant Leaf Pit
- Pumpkin Launchin
- Kids Activities including Kids Coloring Contest, Pumpkin Painting, Rope Maze Activity, Foam Axe Throwing & Jack-o-Lantern Sculpting
- Costume Contest

### ***Oktoberfest Activities will include:***

- Beer Garden (of course)
- Hammerschlagen - The hammer striking game
- Masskrugstemmen – the stein holding contest
- Axe-throwing (and kid-friendly version)
- Live Music & Polka
- Brats, Soft Pretzels, Cheese



## Fondy FallToberfest Sponsorship Tiers

### Stage Sponsorship (\$5,000+)

Fondy Fall-toberfest Stage Title Sponsorship includes elements below:

- **Company to be named “STAGE 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. “Check out entertainment at Fondy Fall-toberfest 2023 on the \_\_\_\_\_ Music Stage”)
- Inclusion of at least **four (4) social media** promotional posts prior to the event
- **Company logo/marks included on all** stage signage and general sponsor 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/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 **“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



**Sponsorship Timeline:**

- June/July 2024                                      General sponsorship discussions
- July 2024    Tailored sponsorship plans finalized and sent
- August - October, 2024                              Fondy Fall-toberfest 2024 Promotions

**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

-----**SPONSORSHIP 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.