



2025 Sponsorship Proposal

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

Fond du Lac Festivals is 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.

2024 Year-end Review

In 2024, Fond du Lac Festivals took steps to improve quality and variety of programming we offer at our events and a focus on purpose. With the help of our esteemed sponsors, we helped raise just over \$270,000 by partnering with 44 nonprofit organizations in our area at our four festivals and special events. With your support, we can fulfill our mission of creating and hosting family-friendly festivals and special events, as well as follow through on our vision of supporting nonprofits in the area and giving back to the community.



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 (\$15,000+)
3. Silver Supporters (\$7,500+)

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 2024!



Fond du Lac Festivals looking forward - 2025 Event Calendar



Bags Fest (February 1, 2025)

In February 2024, 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. 64 teams participated and feedback was extremely positive. Due to its continued popularity and participation, The Bags & Littles Tournament with event partner, Big Brothers & Big Sisters will be expanded.

Sturgeon Spectacular (February 7 - 9, 2025)

In 2015, Sturgeon Spectacular was born, and this year we're celebrating 10 years of winter and really big fish! This winter festival 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. We are excited to bring back the Guys on Ice Show to Thelma Sadoff Center for the Arts, host a High School Snow Sculpting Competition and expand the outdoor floor curling tournament.



Walleye Weekend (June 6 -8, 2025)

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 FallToberfest & The Great Pumpkin Weigh-off

October 11, 2025

Fond du Lac Festivals looks to grow Fondy FallToberFest in its 3rd year. We plan to continue utilizing beautiful Lakeside Park as a fall backdrop for this autumn and German-inspired event. In 2025, we hope to add "The Great Pumpkin Weigh-off" to the lineup of events, an official, sanctioned Giant Pumpkin Weigh-off, and create a large regional attraction to showcase our community.

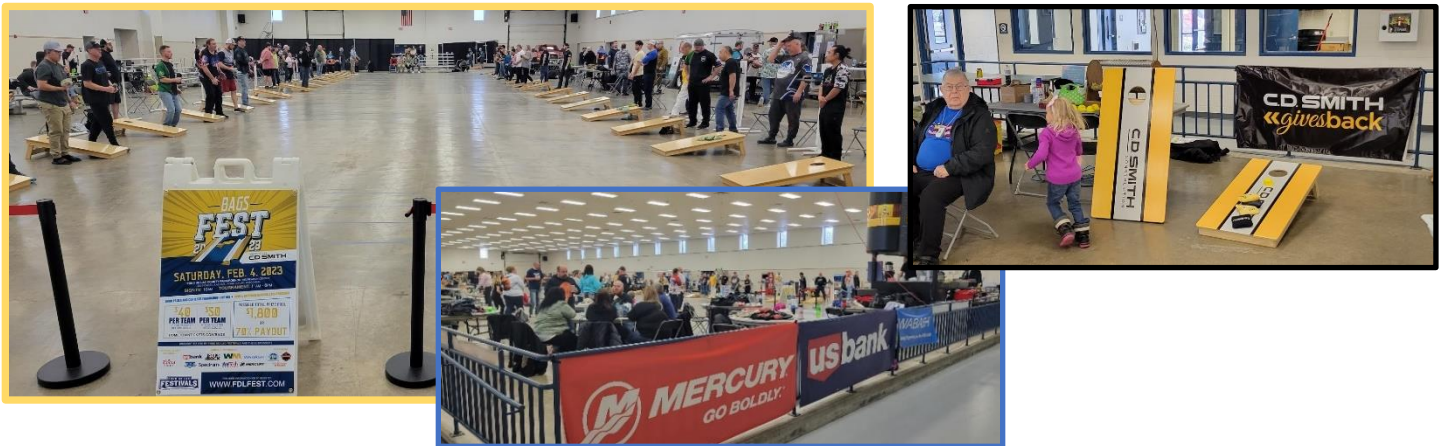


Bags Fest 2024 Review



Date: Friday, February 2nd & Saturday, February 3rd, 2024
Location: FDL County Fairgrounds, Recreation Building
Estimated Attendance: 800 (64 teams, 24 Bigs/Littles, plus ~400 onlookers)
General Information:

In February 2024, Fond du Lac Festivals hosted the 3rd annual premier winter cornhole tournament known as Bags Fest. It has become one of the largest winter tournaments in our region with the ability to grow. This year, we added a Friday night singles tournament and partnered with Big Brothers/Big Sisters of Fond du Lac County to host an additional family-friendly tournament on Saturday - the same day as our tournament and we had great feedback from attendees and our partner contacts. 64 teams participated in the competitive tournament and feedback was extremely positive. With continued support and success, we've discussed opportunities to add to the playing field at future events. The Recreation Building is a great venue with all the operations, amenities and space we need. Our event sponsors and partners are also excited to be a part of a growing event like this.



Event Sponsors:

- C.D. Smith (co-presenting)
- TDS Telecom (co-presenting)
- U.S. Bank
- Michels Corporation
- Waste Management
- Wabash
- TTI, Inc.
- AirTech Heating of Fond du Lac
- Mercury Marine
- 95.1/96.1 The Rock
- Wisconsin Distributors

OPEN TOURNAMENT FRIDAY, FEB. 2 6:30PM - 11PM REGISTRATION OPENS AT 5:30PM 100% PAYOUT ▪ \$10 ENTRY AT DOOR ▪ SWITCHOLIO ▪ NO PARTNER NEEDED PRESENTED BY TDS	PREMIER TOURNAMENT* SATURDAY, FEB. 3 9AM - 5PM ADVANCED REGISTRATION REQUIRED VISIT HOMETOWNTICKETS.COM 70% PAYOUT OR \$2,200 \$50 PER TEAM (BEFORE JAN. 1) \$80 PER TEAM (AFTER JAN. 1) PRESENTED BY C.D. SMITH CONSTRUCTION	BAGS & LITTLES TOURNAMENT SATURDAY, FEB. 3 1PM - 4PM NO REGISTRATION REQUIRED ▪ FREE ENTRY ▪ FAMILIES ENCOURAGED ▪ ALL AGES & SKILL ▪ FUN PRIZES & GIVEAWAYS PRESENTED BY Big Brothers Big Sisters OF FOND DU LAC COUNTY
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BROUGHT TO YOU BY FOND DU LAC FESTIVALS AND THESE SPONSORS:



Event Partners:

M.T. Pockets Cornhole, Fondy Brewfest, FDL Evening Optimists, Sandi Paws Rescue, Big Brothers/Big Sisters of Fond du Lac County.

Bags Fest 2025 Sponsorship Opportunities

Presenting Sponsorship (\$5,000)

Bags Fest Presenting Sponsorship includes elements below:

- **Company to be named “Presenting Sponsor” of Bags Fest 2025. 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 2025 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.
- Added value sponsorship opportunities.

Bags Fest “Bags & Littles” Tournament Sponsorship (\$2,500)

Bags Fest Presenting Sponsorship includes support for Fond du Lac Festivals and Big Brothers / Big Sisters of Fond du Lac County. A generous portion of the sponsorship will go toward a donation to BB/BS’s mission.

- **Company to be named “Presenting Sponsor” of the “Bigs & Littles Tournament” (working title) at Bags Fest 2025. 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 & Littles Tournament” is presented by _____”)**
- **High Exposure area for 10’ x 20’ tent included in presenting sponsorship.**
- Inclusion on at least **two (2) social media** promotional posts prior to the event
- Company “call-out” included on **ten (10) radio ads** prior to the event.
- **Company logo/marks included on all** event specific signage and included in general Bags Fest signage as well
- **Company logo/marks included in Tier 1 sponsor area** on event webpage.
- Added value sponsorship opportunities - TBD

“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.

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.

***Sponsorships are 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.**

Sturgeon Spectacular 2024 Review

Dates: February 9th – 11th, 2024

Location: Downtown Fond du Lac & Lakeside Park

Estimated Attendance: ~13,000 over 3 days (mix of families, adults and kids)

General Event Info :

In 2024, warmer temperatures and the possibility of our Lake Sturgeon becoming an endangered species affected promotion and execution of the event. Lake Winnebago ice was deemed unsafe for passage, so we decided to move all events & activities to downtown Fond du Lac. The outdoor curling funspiel was altered to be a floor curling tournament on THELMA's outdoor plaza and we included the ACE Academy Shanty Raffle & Display to Portland Street. There was hope of having a high school snow sculpting competition and classes, with students showing interest, but the warmer temperatures did not produce enough snow for our State Snow Sculpting Championship and a secondary event.

With all events happening downtown, there was more energy and vibrancy in downtown Fond du Lac all weekend long. Thelma Sadoff Center for the Arts and Sheboygan Street served as the host for the Wisconsin State Snow Sculpting Championships. With added events like the DFP Chili Crawl and the Downtown Ice Sculpting Competition and displays, downtown Fond du Lac was once again a popular destination for families and individuals of all ages. We look to continue our partnerships with THELMA, DFP, and Destination Lake Winnebago Region (DLWR) to continue the tradition of Sturgeon Spectacular for years to come.

Continuing in 2024, DLWR put on the Best of Fond du Lac Bloody Mary Contest that engaged numerous bars and restaurants in Fond du Lac to compete for the title of best-tasting, grandest, and best overall Bloody Mary in Fond du Lac.



Sturgeon Spectacular 2025 Sponsorship Opportunities

Platinum Spear Sponsorship (\$10,000+)

Sturgeon Spectacular Platinum Spear Sponsorship includes elements below:

- **Recognition as “PLATINUM SPEAR SPONSOR” of Sturgeon Spectacular 2025. 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 2025. 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 2025. 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 2024 Review

2024 Dates: Friday, June 7th – Sunday, June 9th
Location: Lakeside Park, Fond du Lac, Wisconsin
Estimated Attendance: ~52,000 over 3 days (mix of families, adults, teens, kids)



Event Overview

In 2024, Walleye Weekend celebrated its **45th year** as a summertime staple and tradition to the residents of Fond du Lac. This year, Fond du Lac Festivals teamed up with 35 local nonprofit organizations to execute this 3-day festival and fulfill our mission. New events included Dino Encounters, an interactive and captivating attraction with fun and interactive experiences; A Sunday Bags & Littles Tournament; Fiesta en Domingo Sunday entertainment showcase, a new basketball skills competition event, a disc golf challenge, and a touch-a-truck style, interactive excavating equipment display. Other highlights included great performances by headlining bands, Boogie & the Yoyoz, The Glam Band, Boy Band Review, Love Monkeys, The Eric Church Ultimate Experience and Whiskey River Chris Stapleton Tribute, and an extremely competitive Year 2 of the Breakout Band contest with lots of talent.

Sponsorship & Support:

Fond du Lac and the surrounding communities fully support Walleye Weekend and the tradition it has become. Companies, organizations and other event partners make this weekend in June a priority to come together and support one another. We want to extend a huge “Thank you” to all those that make Walleye Weekend a priority.

Legend Sponsors



Rockstar Sponsors



Headliner Sponsors



Radio Partners



Marketing Partner



Performer Sponsors

Guaranty Closing & Title • Osborn & Son Trucking • Open Road Harley Davidson • Kwik Trip • Pit-Stop Portables • 4Imprint • Record Entertainment • Wisnet • Thelma Sadoff Center for the Arts • Muza Sheet Metal • Edith's Bridal & Tuxedos • Hopper's Silk Screening & All-Star Trophy • Gold Star Tours • Jack's Team Sports • Downtown Fond du Lac Partnership

Walleye Weekend 2025 Sponsorship Opportunities

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

Walleye Weekend Legend Sponsorship includes elements below:

- **Recognition as “LEGEND SPONSOR” of Walleye Weekend 2025.** *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 2025.** *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 2025. 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 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 2025. 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.

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Fondy's new favorite festival – Fondy Fall-toberfest Review (Year 2)

Event Date: Saturday, October 12th, 2024
Event Location: Lakeside Park, Oven Island
2024 Estimated Attendance: ~6,000



Event Plan:

Fond du Lac Festivals was excited to be celebrating Year 2 of fun, fall-themed, family fun and Oktoberfest traditions all in one place, Lakeside Park. Year 2 of Fond du Lac's newest favorite festival included crowd favorites from our previous year – pumpkin launching, fall-themed crafts, horse-drawn wagon rides, axe throwing for kids and adults, Oktoberfest traditions like Hammerschlagen, Masskrugstemmen, a lively beer garden, and live music all day. New in 2024, Fond du Lac Festivals partnered with United Way to bring back the Scary Scurry Kids Fun Run during FallToberFest weekend, along with a Ghouls & Goblins activity area and a Giant Pumpkin Showcase. The Wisconsin Giant Pumpkin Growers put on presentations throughout the day which shared tips, tricks, tools and techniques on how to grow the biggest pumpkins around and also displayed some giant pumpkins from growers in the Fond du Lac area.

In 2024, we partnered with some new event partners to help with fund-raising efforts including Knights of Columbus, Thelma Sadoff Center for the Arts, and The United Way. The intention for 2025 is to grow this event even more by creating a more intense regional draw with the 'The Great Pumpkin Weigh-off'. This event will bring growers from all over the state to Fond du Lac to show off their prized, giant pumpkins and have a chance to win the top prize.



Fondy FallToberFest 2025 Sponsorship Opportunities

Presenting Sponsorship (\$10,000+)

Fondy FallToberFest Presenting Sponsorship includes elements below:

- **Company to be named “PRESENTING SPONSOR” of Fondy FallToberFest 2025.**
- **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 (\$3,000+)

Fondy Fall-toberfest Tier 1 Sponsorship includes elements below:

- **Recognition as “TIER 1 SPONSOR” of Fondy FallToberFest 2025. 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 (\$1,500+)

Fondy Fall-toberfest Tier 2 Sponsorship includes elements below:

- **Recognition as “TIER 2 SPONSOR” of Fondy FallToberFest 2025. 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.

Great Pumpkin Weigh-off Partner (\$500)

- **Recognition as “Sponsor” of Fondy FallToberFest Great Pumpkin Weigh-off in 2025.**
- 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 **“GREAT PUMPKIN WEIGH-OFF SPONSORS”** in sponsor area on event website.
- Added value sponsorship opportunities may include on-site activation and additional social media posts.