



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. Fond du Lac Festivals procures event partnerships that help sustain our events and also provide fundraising opportunities for other nonprofits in our area. We build community through events!

In **2024**, with the help of our esteemed sponsors, Fond du Lac Festivals helped raise **OVER \$270,000** for **44 Nonprofit Organizations** in our community!

In our **last five years**, we've helped raise over **\$1.2 million dollars** for **Nonprofits** in **Fond du Lac County**.

With your generous support, we will continue our mission of creating and hosting family-friendly festivals, and follow through on our vision of supporting nonprofits in the area and giving back to **OUR** community.

See our website for information on our upcoming events

WWW.FDLFEST.COM



For more information on sponsorship or donations:

Peter Wilke – Executive Director

director@fdlfest.com

920-238-1282

Fondy Fall-toberfest 2024 Event Review

Event Date: Saturday, October 12th, 2024

Event Location: Lakeside Park, Oven Island

2024 Estimated Attendance: ~7,500



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 (\$7,500+)

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 2025 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 Presenting Sponsorship (\$5,000+)



Great Pumpkin Weigh-off Presenting Sponsorship includes elements below:

- **Company to be named “PRESENTING SPONSOR” of The Inaugural Great Pumpkin Weigh-off in 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. “2025 Great Pumpkin Weigh-off 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.)

Great Pumpkin Weigh-off Partner Sponsor (\$500)

- **Recognition as “Sponsor” of The Inaugural 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.

**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.*



**See next page for 2025 Scary Scurry Sponsorship Information.
All dollars raised will also apply to the overall Fondy FallToberFest sponsorship.*



8th Annual Scary Scurry

Kids Fun Run & 5K Sponsorship Letter

October 11, 2025

Lakeside Park in Fond du Lac

We are excited to invite you to be a sponsor for the 8th Annual Scary Scurry 5K & Kids Fun Run, taking place on October 11th, 2025, at Lakeside Park in Fond du Lac. This year, The United Way is proud to host this event, in conjunction with Fond du Lac Festivals and the Fondy FallToberFest Festival. Proceeds will benefit the Fond du Lac Area United Way, and their vital programs, and also support the Fond du Lac Festivals mission of creating free-to-attend, family-friendly festivals for the community to enjoy:

Education: Helping children and youth achieve their potential

Financial Stability: Promoting financial stability and independence

Health: Improving people's health

Your sponsorship will play a crucial role in covering the costs associated with organizing the event, such as participant t-shirts, awards, food, beverages, and other race-related and event expenses. Any remaining funds will be directly donated to the Fond du Lac Area United Way. Thanks to generous sponsors like you, the United Way has been able to raise much needed funds to support all their programs in Fond du Lac County!

We are bringing back the 5k portion of the event this year, and are excited to bring back the full experience and hope you'll join us in supporting it next year as well.

We offer several sponsorship levels, each designed to provide value to our sponsors while supporting a great cause. You can find the details of each sponsorship level on the following page.

Thank you for considering sponsorship for this year's Scary Scurry. Enclosed is a sponsorship form that can be returned by mail or email. If you have any questions or would like to discuss sponsorship opportunities further, please reach out to Peter Wilke, our Sponsorship Team lead, at 920-238-1282 or director@fdlfest.com.

Peter Wilke

Executive Director, Fond du Lac Festivals

Title Sponsor \$5,000 (Limited to 1)

- Listed as the title sponsor on the front and back of all race t-shirts
- Listed as top sponsor on website with logo and link
- Listed on posters along with the United Way and Fond du Lac Festivals
- Mention on radio interviews as our Title Sponsor
- Title Sponsor of Race Day T-Shirts
- At least 10 total social media mentions on Fond du Lac Festivals and Scary Scurry Platforms
- At least 5 mentions on the day of the race by the MC
- 5 Signs with your logo on placed throughout the event on race day
- You can add an item to our giveaway bag for all racers (Optional)
- Promotional items like flyers/coupons/ad in giveaway bag (Optional)
- 10 Complimentary race entries

Platinum Level Sponsor \$1,000 (Limited to 10)

- Listed directly under Title Sponsor on website with logo and link
- Listed directly below Title Sponsor on the back of the race T-shirts
- Mention on radio interview as one of our top sponsors
- At least 7 total social media mentions on Fond du Lac Festivals and Scary Scurry platforms.
- Title Sponsor of one of the following (first come first serve)
 - Start/Finish Line
 - Kids Race Medals
 - 5K Race
 - 1 Mile Kids Race
 - 1/3 Mile Kids Race
 - Registration Table
- Special PA announcements mentioning the sponsor's name during and after the race
- You can add an item to our giveaway bag for all racers (Optional)
- Promotional items like flyers/coupons/ad in giveaway bag (Optional)
- 4 complimentary race entries

Gold Level Sponsor – \$500 (Limit 18)

- Listed as sponsor on website with logo and link
- Company logo on the back of race T-shirt right beneath title Platinum Level Sponsors
- At least 5 total social media mentions on FVSBank and Scary Scurry Social Media Platforms
- One of the title sponsors for one of the following (three sponsors max per item)
 - Snack Table
 - Picture Zone
 - Volunteer Station
 - Cones & Directional Signage on Course
 - Race Greeter
- Your choice of item to add to the giveaway bag given to all race participants
- Special PA announcements mentioning the sponsor's name during and after the race
- Promotional materials in the race packet (optional)
- 3 complimentary race entries

Silver Level Sponsor - \$250 (Unlimited)

- Listed as sponsor on website with link
- Company logo on the back of race T-shirt
- Promotional materials in the race packet (optional)
- 2 complimentary race entries

Bronze Level Sponsor - \$100 (Unlimited)

- Listed as a sponsor on the website
- Promotional materials in the race packet
- 1 complimentary race entry

8th Annual Scary Scurry 5K & Kids Fun Run Sponsorship

at Lakeside Park in Fond du Lac

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact person: _____

Contact email: _____ Phone number: _____

Web site address: _____

1. Sponsorship level (*please circle*):

Title Platinum Gold Silver Bronze

2. We plan to send materials/giveaways for the participant bags: Yes No

If yes, what item would you like us to include: _____

3. Please write your company name exactly how you'd like it to appear on website, signage, etc.

4. Sponsors will have their company name listed and need to submit a logo. Logos should be submitted to director@fdlfest.com

5. Forms/checks can be sent to: [Attn: Peter Wilke, Fond du Lac Festivals, 650 N. Main Street, Fond du Lac, WI 54935](#)

Make checks payable to: Fond du Lac Festivals

