



2026 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 free family-friendly festivals and special events that showcase our community and give back to others in the area. Sponsorship and volunteer opportunities are available for businesses, organizations, and individuals.

We understand that budgets are tighter and decisions around charitable giving are becoming more difficult. However, non-profits are in need of continued financial support to sustain operations, services, and their value to the community. With the help of your contributions, Fond du Lac Festivals develops event partnerships that help sustain our events and also provides fundraising opportunities for those non-profits, as well as exposure for their mission and the people they serve. Our mission, combined with these partnerships allow us to contribute to the livelihood and vibrancy of the Fond du Lac community.

Whether your company or organization is looking to support local non-profits, or become more involved in the community with the added benefit of an affordable advertising avenue, we can help!

Our vision is to build community through events!

In **2025**, with the help of our esteemed sponsors, Fond du Lac Festivals helped raise **OVER \$280,000** for **41 Nonprofit Organizations** in our community through event partnerships!

In our **last five years**, we've helped build our community and raise over **\$1.3 million dollars** for **Nonprofits** in **Fond du Lac County**.



For more information, see our website for information on our organization, mission and community events.

WWW.FDLFEST.COM

For more information on sponsorship or charitable giving options:

Peter Wilke – Executive Director

director@fdlfest.com

920-238-1282

Fondy Fall-toberfest & The Great Pumpkin Weigh-off

Event Date: Saturday, October 10, 2026

Event Location: Lakeside Park, Oven Island

Estimated Attendance: 7,500 - 8,500

General Information:

Fondy FallToberFest has grown to a must-go Fall Festival in only its 3rd year. Lakeside Park is the perfect backdrop to bring fall-themed activities and Oktoberfest-inspired events together in one place.

In 2025, we added a sanctioned Giant Pumpkin Weigh-off which was met with rave reviews and brought an element you can't see anywhere else in the region. We look to continue the growth of this fun-filled festival for years to come.

Sponsorship & Support:

With Fondy FallToberFest and the Great Pumpkin Weigh-off still in its infancy, we needed additional financial and in-kind support. Many sponsors saw the importance of growing this festival for the community and "answered the call" to provide a place for everyone to come together and celebrate the season. We thank all our sponsors for their contributions and support of our mission and involvement in expanding this event.



Fondy FallToberFest 2026 Sponsorship Opportunities

Golden Leaf Sponsorship (\$3,000+)

Fondy Fall-toberfest Tier 1 Sponsorship includes elements below:

- **Recognition as “TIER 1 SPONSOR” of Fondy FallToberFest 2026.** *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.)

Jack-O-Lantern Sponsorship (\$1,500+)

Fondy Fall-toberfest Tier 2 Sponsorship includes elements below:

- **Recognition as “TIER 2 SPONSOR” of Fondy FallToberFest 2026.** *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+)

Fondy FallToberFest Presenting Sponsorship includes elements below:

- **Company to be named "PRESENTING SPONSOR" of The Inaugural Great Pumpkin Weigh-off in 2026.**
- **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. "2026 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 2026.**
- 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.*





Fond du Lac Festivals 2026 Sponsorship Agreement

Sponsor: _____

Contact: _____

2026 Proposed Total Sponsorship Contribution:

\$ _____ .00*

Total proposed financial contribution for 2026

**Sponsorship elements are based on contribution level. See Pages 3 & 4 for details*

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 Business Name: _____

Sponsor Representative (please print): _____

Sponsor Representative Signature: _____ Date: _____

Fond du Lac Festivals Signature: _____ Date: _____

Peter Wilke – Executive Director, Fond du Lac Festivals, Inc.