



Downtown Fond du Lac 2010 Marketing Opportunities



About the Downtown Fond du Lac Partnership

The DFP Events Committee is continually working to position Downtown Fond du Lac as a local and regional destination that serves as the cultural and economic hub of the city. We have created family friendly events in an environment that is clean, safe, friendly, and has broad appeal.

Downtown Fond du Lac has an atmosphere that is welcoming, comfortable and enjoyable; with a healthy and unique mix of businesses, including retail, professional services, dining and entertainment.

We feel it is important to provide the community special events to maintain a high quality of life for residents, businesses and other stakeholders. We work to heighten the awareness of all that Downtown Fond du Lac has to offer, and are grateful for the community support our events have received.

Mission Statement

To establish a diverse, prosperous and healthy district that is the social, commercial and cultural heart of the community.

Program Overview

The Downtown Fond du Lac Partnership (DFP) is a non-profit organization dedicated to bringing people, activity, business and a thriving civic life back to the heart of Fond du Lac. Through strategic marketing and management of downtown's resources, we're working to re-establish downtown as a gathering place in the center of our community.



Fondue Fest

Fondue Fest is a free celebration of family, fun and community. It is downtown Fond du Lac's largest festival. Fondue Fest is a wonderful opportunity for your company to support quality activities for the Fond du Lac community.

The event takes place throughout the streets of Downtown Fond du Lac, Wisconsin. Next year's event is scheduled for Saturday, September 11, 2010, 9 a.m. to 5 p.m. In 2009, a new attendance record was set at approximately 25,000 people.

The event features the Guinness Book of World Records Largest Fondue Set (achieved in 2007), farmers market vendors, a free Kids Zone with a wide variety of free activities for kids, free entertainment on three music stages, arts & crafts vendors, a classic car show, and lots of great food & drink. The fondue will be prepared by the chefs in Moraine Park Technical College's Culinary Arts Program.



Fondue Fest



Exclusive Presenting Sponsor: \$8,000 or Presenting Sponsors (2): \$4,000

- A presenting sponsorship will secure naming rights in all materials created by and paid for by the Downtown Fond du Lac Partnership. The festival would be designated, “Fondue Fest 2010, presented by Company Name”.
- Company logo would appear below the Fondue Fest Logo.
- Logo or company name recognition on the following:
 - all printed advertisements starting three weeks prior to the event.
 - all billboard advertising posted one month prior to the event.
 - all radio advertisements starting ten days prior to the event.
 - all event posters, 150 printed and distributed one month prior to the event.
 - event t-shirts, which will be worn by volunteer staff.
 - event press releases; sent to statewide media and statewide publications.
 - front cover of the event brochure, 5,000 printed and distributed throughout the community one month prior to the event.
- Named as presenting sponsor in all live television interviews, radio interviews and newspaper articles.
- Company logo and link on www.fonduefest.com and www.downtownfdl.com.

Fondue Fest

Music Stage or Kid's Zone Sponsor: \$2,000

- Sponsorships will secure exclusive naming rights for one of three Main Stages or the Kid's Zone.
- Banner with company name and logo displayed on the stage or attraction throughout entire festival with wording, "Presented by Company Name", or "Company Name Music Stage".
- Company logo on all stage or Kid's Zone related sandwich boards or banners.
- Company logo appearing in second-highest prominence on back page of festival event brochure, 5,000 printed and distributed throughout the community one month prior to the event.
- Company name appearing in second-highest prominence in select print advertising.
- Company name recognition in select radio advertisements.
- Logo recognition on event t-shirts, which will be worn by the volunteer staff.
- Company logo and link on www.fonduefest.com.
- Name recognition in all live radio interviews, newspaper articles and press releases.

Headliner Sponsor: \$1,000

- Underwriting credit for music/entertainment and major attraction activities such as the Rock Wall, Bungee Jump and the Giant Slide.
- Company logo to appear on individual attraction sandwich board signage or banner.
- Company name appearing in third-highest prominence in select print advertising.
- Company logo appearing in third-highest prominence on back page of festival event brochure, 5,000 printed and distributed throughout the community one month prior to the event.
- Company logo and link on www.fonduefest.com.

Activities Sponsor: \$500

- Underwriting credit for bands or family oriented activities, such as hands-on craft activities, contests, etc.
- Company logo to appear on a group sandwich board signage or banner.
- Company name appearing in fourth-highest prominence on back page of festival event brochure, 5,000 printed and distributed throughout the community one month prior to the event.
- Name and link on www.fonduefest.com.

Friend of the Festival: \$499 - \$100

- Company or private-party name would appear under "Friends of the Festival" listing on back cover of festival event brochure, 5,000 printed and distributed and distributed throughout the community one month prior to the event.
- Name and link on www.fonduefest.com.



Sidewalk Sale

Downtown Fond du Lac's Summer Sidewalk Sale has become an annual tradition reaching back to the 1970's. This event becomes more and more popular every year, with the 2009 crowd estimated at 5,000. The 2010 event is being planned for July 10.

Exclusive Event Sponsor: \$2,000

- Sponsorship will secure exclusive naming rights in all materials created by and paid for by the Downtown Fond du Lac Partnership, and the event would be designated "Downtown Sidewalk Sale, presented by Company Name."
- As the Exclusive Event Sponsor, your company's name or logo will be attached to all promotional materials.
- Logo or company name recognition on the following:
 - 100 event posters distributed throughout the city of FDL and surrounding areas.
 - 1,000+ bag stuffers to be distributed via downtown businesses.
 - all newspaper advertisements.
 - all radio commercials.
 - all live radio interviews, newspaper articles and press releases.
- Company logo and link posted on www.downtownfonddulac.com during June and July.

Golf Cart Sponsor (4): \$200

- Golf cart sponsors will receive underwriting credit for golf carts provided for free usage to consumers.
- Company name and logo will be displayed on all four sides of a golf cart.
- Company logo and link posted on www.downtownfonddulac.com during June and July.
- Name recognition in all live radio interviews, newspaper articles and press releases.



Home for the Holidays

Downtown Fond du Lac's Home for the Holidays will take place on Saturday, December 6, 2010. The 4th annual Home for the Holidays will feature several events taking place throughout downtown that are fun for the whole family: Santa's Live Reindeer Corral, horse drawn carriage rides, Breakfast with Santa at the Ramada Plaza Hotel, pictures with Mr. And Mrs. Claus, carolers and more. Other activities include a chili crawl, cookie decorating, ornament making, window decorating contest and planter decorating contest.

Exclusive Event Sponsor: \$2,000

- Sponsorship will secure exclusive naming rights in all materials created by and paid for by the Downtown Fond du Lac Partnership, and the event would be designated "Home for the Holidays, presented by Company Name".
- As the Title Sponsor, your company's name or logo will be attached to all promotional materials.
- Logo or company name recognition on the following:
 - 100 event posters distributed throughout the city of FDL and surrounding areas.
 - 1,000+ bag stuffers to be distributed via downtown businesses.
 - 300 table tents displayed citywide in various restaurants, cafés and nightclubs.
 - event activity signage and banners.
 - all newspaper advertisements.
 - promotional announcements promoting shopping Downtown FDL on various cable networks.
 - all radio commercials.
 - all live radio interviews, articles and press releases.
- Named as presenting sponsor on a day of Christmas music sponsorship on Sunny 97.7.
- Company name and link on www.fdlreporter.com during November and December.
- Company logo and link posted on www.downtownfonddulac.com during November and December.

Activities Sponsor (4): \$500

- Activity Sponsors will receive underwriting credit for either Santa's Live Reindeer Corral, or the Horse Drawn Carriage Rides.
- On Santa's Live Reindeer Corral, your company logo will appear on a banner located on the corral or on the Horse Drawn Carriage Rides, your company logo will appear on two carriage signs, and sandwich board signage at two loading/drop off sites.
- Company logo and link posted on www.downtownfonddulac.com during November and December.
- Logo and company name recognition on the following:
 - select radio commercials.
 - 100 event posters distributed throughout the city of FDL and surrounding areas.
 - 1,000+ bag stuffers to be distributed via downtown businesses.
 - 300 table tents displayed citywide in various restaurants, cafés and nightclubs.
 - all newspaper advertisements.
 - all live radio interviews, newspaper articles and press releases.





Come together.

DOWNTOWN FOND DU LAC