



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 was founded in 1981 to support the growth and sustainability of a source of pride for many and one of our region’s first major festivals – Walleye Weekend. Since the beginning, we’ve worked with many area nonprofit organizations to strengthen our community through events just like Walleye Weekend. At these events, we offer fundraising opportunities in exchange for volunteer support and other forms of partnership.

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

Bags Fest 2025



Date: Saturday, February 1, 2025
Location: FDL County Fairgrounds, Recreation Building
Estimated Attendance: 1,000 (based on 2024 estimates)

General Information:

Are you ready for Bags Fest 2025! Join us for the huge Premier Team Tournament or the family-friendly “Bags & Littles” Tournament with Big Brothers & Big Sisters on Saturday!



Bags Fest 2025 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 – *To be discussed*

“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.**