



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.

Sturgeon Spectacular 2025

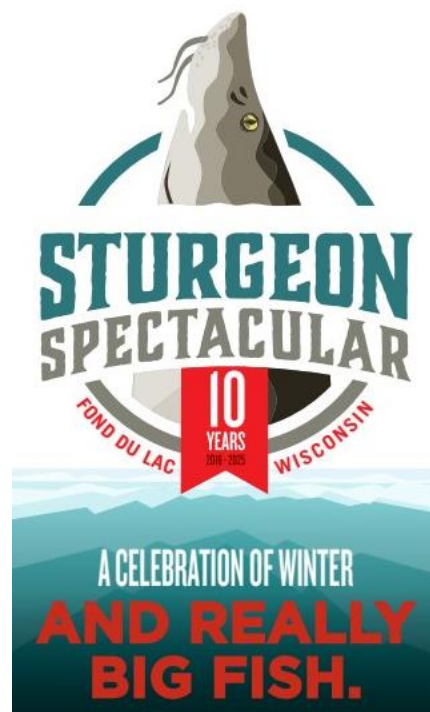
Dates: February 7th – 9th, 2025

Location: Downtown Fond du Lac

Estimated Attendance: ~13,000 over 3 days (based on 2024 estimates)

General Event Information:

In 2025, we are celebrating 10 years of winter and really big fish with the Sturgeon Spectacular Festival and Wisconsin Snow Sculpting Championships. Fond du Lac is one of 3 cities in the Midwest that hosts a sanctioned snow sculpting competition. Other family-friendly events include a High School Snow Sculpting event, outdoor floor curling funspiel, horse-drawn wagon rides, Kids SnowLand play area, crafts, activities, food and more - all based in downtown Fond du Lac. Thelma Sadoff Center for the Arts (THELMA) is our event hub with two Guys on Ice Shows, Live Music, a huge Bloody Mary Competition and lots more added to the weekend celebration.



Sponsorship Opportunities & Levels

THELMA		SPONSORSHIP OPPORTUNITY
<p>\$5,000 PRESENTING SPONSOR</p> <p>INCLUDES:</p> <ul style="list-style-type: none">6 FRONT ROW TICKETSIN-ROOM SIGNAGE + VERBAL RECOGNITIONPOSTER/SOCIAL MEDIA/EMAIL/WEB LOGO	<p>\$2,500 PARTNER</p> <p>INCLUDES:</p> <ul style="list-style-type: none">4 FRONT ROW TICKETSPOSTER/SOCIAL MEDIA/EMAIL/WEB LOGO	<p>\$1,000 SUPPORTER</p> <p>INCLUDES:</p> <ul style="list-style-type: none">2 FRONT ROW TICKETSPOSTER/SOCIAL MEDIA/EMAIL/WEB LOGO

**Guys on Ice sponsorship also includes Sturgeon Spectacular sponsorship elements below*

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.)