



CITY OF DUNKIRK
Dunkirk Festivals & Special Events
City Hall, Dunkirk, New York 14048
www.cityofdunkirk.com



February 2024

Dear Community Friend:

The City of Dunkirk Festivals and Special Events Department and Primitive Patriot Outdoors is proud to announce our newest event, the Dunkirk Walleye Festival, which will take place Friday, May 31 through Sunday, June 2 at the Dunkirk Pier in Dunkirk, New York.

The Primitive Patriot Outdoors WNY Walleye Classic, celebrating 4 years in operation, will be the highlight of the festival consisting of 2 to 5 anglers weighing in their biggest six fish caught with top ten pay outs and top three biggest fish prizes on Friday and Saturday.

Last year, 49 teams were registered with over 250 anglers. Over \$35,000 was given in prize money. This event will also bring revenue into the local community with teams and their families staying at local hotels, eating at local restaurants, purchasing goods from local businesses and visiting terrific attractions in our area. It will also give families and spectators a weekend to see some professional fishing teams compete for the title of WNY Walleye Classic Champions.

Other festival elements that weekend will include a live tournament awards ceremony, local and out of town vendors, food trucks, music, Sunday kids' fishing tournament, possible kayak race, family activities, local business/hotel discounts (including slips/boat launch fees) and more!

We are very excited about the Dunkirk Walleye Festival and invite you to be a part of the fun as an event or tournament prize sponsor. Please review the attached sponsorship form for more details.

Support from businesses and organizations such as yours make these events possible. Dunkirk Festivals continues to be a great opportunity for your organization to gain positive media coverage and show your commitment to community development.

We appreciate your consideration of being a valued sponsor and/or vendor and we are grateful for any support you may be able to provide.

Sincerely,

A handwritten signature in blue ink that reads "Ryan Hall".

Ryan Hall
Dunkirk Festivals Coordinator
338 Central Avenue (Suite 210)
Dunkirk, NY 14048
(716) 366-9886
rhall@cityofdunkirk.com

A handwritten signature in black ink that reads "Josh Larsen".

Josh Larsen
WNY Walleye Classic Tournament Director
Primitive Patriot Outdoors Owner
2886 Scott Hill Road, Kennedy, NY 14747
(716) 490-4226
primitivepatriotoutdoors@gmail.com



2024 DUNKIRK WALLEYE TOURNAMENT SPONSORSHIP & VENDOR OPPORTUNITIES

Event: Dunkirk Walleye Festival – WNY Walleye Classic
Hosted by: City of Dunkirk & Primitive Patriot Outdoors
Dates/Times: Friday, May 31, 2024 7:00 AM – 9:30 PM
Saturday, June 1, 2024 5:30 AM – 9:30 PM
Sunday, June 2, 2024 9:00 AM – 1:00 PM
Location: Dunkirk Pier, 2 Central Avenue, Dunkirk, NY 14048

Captain Level - \$2,500

Logo on all tournament media, stage area banner, digital sign, company name mentioned and logo shown on the TV show Lead and Lures and during the main event show, free team entry to the main event of the tournament, full-page ad in festival/tournament brochure and event vendor space.

1st Mate Level - \$1,000

Logo placed on media, stage area banner and digital sign, half-page ad in tournament/festival brochure, name mentioned at main event show and event vendor space.

2nd Mate Level - \$500

Logo and name placed in festival/tournament brochure and other event media.

Bosun Level - \$250

Name and logo mentioned in festival/tournament brochure.

Deckhand Level - \$100

Name mentioned in festival/tournament brochure.

Winners Bracket Level – Top ten prize and top three biggest walleye sponsorship

Companies can donate monetary or value through products and/or services to go toward prize categories listed above. For example, we would read off second place sponsored by (*your company) and if there is a physical donation such as a gift certificate or gear then it would be presented to the winners.



2024 DUNKIRK WALLEYE TOURNAMENT VENDOR OPPORTUNITIES

We look forward to helping our local and out of town small businesses promote and sell their goods at our tournament. Our goal is to host an event everyone can enjoy and benefit from on beautiful Lake Erie. All vendors will have a 12' x 12' vendor spot on the Dunkirk Pier, Memorial Park or surrounding area on a first come, first serve basis based on your products/services. Your company will also have an advertisement in our expo/tournament book.

Please understand this expo is outside so please bring your own vehicle, tent, weights, tables, chairs, tarps to cover your table for overnights, supplies, etc... We will also have 24-hour security to help protect your vendor booths.

Vendors preparing food items on site will need a Food Service Permit through Health Dept. at (716) 753-4481.

VENDOR COST (2-day event): \$50.00 per 12' x 12' spot

VENDOR HOURS:

Set Up: Thursday, May 30, 2024 – 2 PM start (optional)

Open: Friday, May 31, 2024 from 2:00 PM – 9:00 PM

Open: Saturday, June 1 from 10 AM – 5:00 PM

Please fill out the attached registration form and waiver and return it to the address listed.

Questions (see attached letter with contact info):

Festival – Ryan Hall

Tournament – Josh Larsen

2024 Dunkirk Walleye Festival Sponsorship & Vendor Form

Organization: _____

Contact Person: _____ Title: _____

Street Address: _____

City, State, Zip Code: _____

Phone: **Work:** () _____ **Cell:** () _____

Email: _____

Website: _____ Facebook Page: _____

SPONSORSHIP:

We wish to sponsor the following level: (please check below)

_____ Captain Level - \$2,500

_____ 1st Mate Level - \$1,000

_____ 2nd Mate Level - \$500

_____ Bosun Level - \$250

_____ Deckhand Level - \$100

_____ Winners Bracket Level (see below)

Please list monetary donation and/or specific prize/gift/gear: Monetary Donation \$ _____

Prize/Gift/Gear Donation: _____

VENDOR:

Number of Spots (please circle one): 1 2 3 4

Cost per vendor spot: \$50.00

Total Enclosed: \$ _____

Products/Services (ex: lures, charters, gear): _____

Note: If fishing our tournament, please provide name and number of who will be running your booth during tournament. Name: _____ Cell Number: () _____

Please make checks payable to **Dunkirk Festivals** (memo - Dunkirk Walleye Festival) and mail completed form and your business card to:

City of Dunkirk | Dunkirk Festivals, Suite 210 | 338 Central Avenue, Dunkirk, NY 14048

Please insert a business card and photo of your set up with your registration form/payment and also e-mail your company logo to Ryan Hall at rhall@cityofdunkirk.com.

DUNKIRK WALLEYE FESTIVAL RELEASE AND WAIVER:

In consideration of accepting to participate as a vendor at the Dunkirk Walleye Festival to be held on May 31 – June 2, 2024, I, the undersigned, intend to be legally bound for myself, my employees, our heirs, successors, and assigns, and to waive and release any and all claims against the City of Dunkirk, Festivals/Special Events Department, Primitive Patriot Outdoors and WNY Walleye Classic and to hold them, their heirs, successors, and assigns, harmless during my participation as a vendor/merchant at the aforementioned event.

Please print clearly.

Signature: _____

Name: _____

Date: _____

