



Foundation

MADISON PUBLIC LIBRARY

Wisconsin Book Festival Sponsorship Opportunities

HOST: Madison Public Library and Madison Public Library Foundation

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DATE: 4-day festival November 2-5, 2017; 24 additional events throughout the year

LOCATION: Madison Public Library – Central Library and other downtown venues

ATTENDANCE: 20,000+ VOLUNTEERS: 150 EVENTS: 120+

Support the Wisconsin Book Festival (WBF) in 2016, and reach thousands of regional attendees of all ages and backgrounds by investing in lifelong learning, literacy, and the sharing of ideas.

Madison Public Library (MPL), with the support of the library foundation, will host the festival again in 2016. While the festival has a long year history, this will be the fifth year the event is organized by the library. One valuable feature of the WBF is the year-long schedule of events, so access to the literary arts continues year-round. WBF offers a myriad of free programs, many for adults, but we also host events for families and teens, including High School Friday, which attracts 150 students each year.

The festival incorporates literature, spoken word, art, and performance; local literary artists mix with nationally-acclaimed authors to create a unique event full of programs free and open to the public. Festival activities will be hosted at library facilities, particularly the Central Library, along with several centrally located partners such as Wisconsin Veteran’s Museum, Wisconsin Institutes of Discovery, and A Room of One’s Own bookstore. With an anticipated audience of 20,000 people attending 120 programs, the library and foundation, along with its collaborators, are poised for another great year of events.

Signature Sponsor \$25,000

- Exclusive logo sponsorship
- Exclusive invitations (4) to private VIP author reception during the WBF
- Logo listed under event title as “Signature Sponsor” in all print and online materials, link provided to company website and sponsor visible on WBF website
- Logo on banner hung on outside of Central Library
- Opportunity to introduce Signature Author at event of your choosing
- Opportunity to hang company banner at Signature Author events

- Priority seating at select festival events as requested
- Inclusion in press and advertising materials
- Opportunity to provide handouts or logo items and/or to host a table at select events
- Opportunity to collect participant contact info through raffle or other opt-in means
- Year-round recognition at WBF events, website, etc.
- Invitations to other exclusive author events and library fundraisers
- Other special benefits as negotiated

Festival Sponsor \$10,000

- Logo recognition as "Festival Sponsor" in all print and online materials, link provided company website, and sponsor listed on WBF websites
- Ability to sponsor a "track" in the festival
- Exclusive invitations (2) to private VIP author reception during the WBF
- One opportunity to introduce author at select festival events
- Priority seating at select festival events as requested
- Opportunity to provide handouts or logo items and/or to host a table at select events
- Invitations to other exclusive author events and library fundraiser

Contributing Sponsor \$5,000

- Logo recognition as "Sponsor" in all print and online materials
- Exclusive invitations (2) to private VIP author reception during the WBF
- Opportunity to provide handouts or logo items and/or to host a table at select events
- Priority seating at select festival events as requested
- Invitations to other exclusive author events and library fundraisers

Event Supporter \$2,500

- Name recognition in primary print and online materials
- Priority seating at select festival events as requested
- Invitations to other exclusive author events and library fundraisers