

Event Sponsorship: 2025 Opportunities



The **Wisconsin Book Festival** is the state's premier literary celebration. Founded in 2001, the festival features local literary talents alongside national voices to create a diverse lineup for all ages.



Its free, year-round author programming supports Madison Public Library in sparking literacy and curiosity. Approximately 13,000 book lovers attend each year to discover new books or favorite writers, enjoying unprecedented access to author discussions and great stories.

To maximize your benefits, commit your sponsorship early!

Signature Sponsor • \$30,000+

- Exclusive sponsorship
- Name and/or logo recognition on main stage during the Fall Celebration, on large outdoor library banner promoting the Fall Celebration, and throughout the year at all in-person and virtual events
- Name and/or logo on printed and digital materials
- Reserved seats for your customers, staff and friends at select events
- Invitations to exclusive events
- Ability to sponsor a “track” in the festival (website and/or print promotion)
- Option to introduce authors at events of your choosing

Presenting Sponsor • \$25,000+

- Exclusive sponsorship
- Name and/or logo recognition on second stage during the Fall Celebration, and throughout the year at all in-person and virtual events
- Name and/or logo on printed and digital materials
- Ability to sponsor a “track” in the festival (website and/or print promotion)
- Reserved seats for your customers, staff and friends at select events
- Invitations to exclusive events
- Option to introduce authors at events of your choosing

Champion • \$10,000+

- Name and/or logo on printed and digital materials
- Ability to sponsor a “track” in the festival (website and/or print promotion)
- Reserved seats for your customers, staff and friends at select events
- Invitations to exclusive events
- Option to introduce authors at festival events

Leader • \$5,000+

- Name and/or logo on select printed and digital materials
- Reserved seats for your customers, staff and friends at select events
- Invitations to exclusive events
- One opportunity to introduce an author at a festival event

Benefactor • \$1,000+

- Name and/or logo on select printed and digital materials
- Reserved seats for your customers, staff and friends at select events
- Invitations to exclusive events

To learn more about sponsoring our events, visit mplfoundation.org or contact Executive Director Conor Moran: cmoran@mplfoundation.org 608.266.6318