



Foundation

MADISON PUBLIC LIBRARY

Wisconsin Book Festival Sponsorship Opportunities

HOST: Madison Public Library and Madison Public Library Foundation

CONTACT: Jenni Collins, Executive Director, Madison Public Library Foundation

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DATE: 4-day festival October 11-14, 2018 (70 events), plus 30 events throughout the year

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

ATTENDANCE: 15,000 VOLUNTEERS: 50 EVENTS: 110

Support the Wisconsin Book Festival (WBF) in 2018 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 2018. While the festival has a 16 year history, this will be the sixth year the event is organized by the library. One valuable feature of the WBF is the year-long schedule of events which includes access to literature, poetry, art, and performance with local literary artists mixed with nationally-acclaimed authors, creating free programs for the public. WBF also hosts events for families and teens, including High School Friday, which attracts 150 students each year.

Festival activities will be hosted at library facilities, particularly the Central Library, along with several centrally located partners such as A Room of One's Own Bookstore, Wisconsin Science Festival, and Wisconsin Historical Museum.

Deadline for sponsor recognition August 1, 2018. Recognition year is August 2018 – July 2019.

Signature Sponsor \$25,000

- Year-round recognition at WBF events, WBF website includes corporate logo listed under event title as "Signature Sponsor" in all print and online materials; link provided to company website
- Exclusive invitations to private Sponsor Preview Luncheon October 9, 2018
- 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
- 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
- Invitation to WBF Schedule Launch event in August 2018

Main Stage Sponsor \$15,000

- Logo recognition as "Festival Sponsor" in all print and online materials, link provided company website, and sponsor listed on WBF websites
- Named Main Stage sponsor stage with banner and print recognition for 4-day celebration
- Ability to sponsor a "track" (children's, race and equity, Wisconsin Authors) in the festival
- Exclusive invitations to private Sponsor Preview Luncheon October 9, 2018
- 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
- Invitation to WBF Schedule Launch event in August 2018

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
- Named stage sponsor stage with banner and print recognition for 4-day celebration (Bubbler, Wisconsin Historical Museum, A Room of One's Own Bookstore stages)
- Ability to sponsor a "track" in the festival (flyers and website promotion)
- Exclusive invitations to private Sponsor Preview Luncheon October 9, 2018
- 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
- Invitation to WBF Schedule Launch event in August 2018

Contributing Sponsor \$5,000

- Logo recognition as "Sponsor" in select print and online materials (deadline August 1, 2018)
- Exclusive invitations to private Sponsor Preview Luncheon October 9, 2018
- Priority seating at select festival events as requested
- Invitation to WBF Schedule Launch event in August 2018

Event Supporter \$2,500

- Name recognition in select print and online materials
- Exclusive invitations to private Sponsor Preview Luncheon October 9, 2018
- Priority seating at select festival events as requested
- Invitation to WBF Schedule Launch event in August 2018

Wisconsin Book Fest membership for individuals begins as \$100. <https://mplfoundation.org/donate>

Ongoing list of planned programs <http://www.wisconsinbookfestival.org/>