

Wisconsin Book Festival 2020 Sponsorship Opportunities

HOST: Madison Public Library and Madison Public Library Foundation

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

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DATE: 4-day celebration October 15-18, 2020 (70 events), plus 30 events throughout the year

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

ATTENDANCE: 12,000 VOLUNTEERS: 50 EVENTS: 100+

Signature Sponsor \$60,000

- Named/ Logo Main Stage sponsor with podium and stage banner and recognition on outdoor library signage for 4-day celebration
- Including name/ recognition through signage on C-Span/ Book TV when available during 4-day celebration
- Sponsor recognition in paid advertising when available on TV/ Radio/ online
- Year-round recognition at WBF events with podium banner, WBF website, print and online materials
- Exclusive invitations (8) to private Preview Luncheon on October 6, 2020
- Ability to sponsor a “track” in the festival (website and/or print promotion)
- Table for 8 at 2020 or 2021 Lunch for Libraries event
- Opportunity to introduce Presenting Authors at event of your choosing during the 4-day celebration
- Priority seating at festival events as requested

Presenting Sponsor \$25,000

- Named/ Logo stage sponsor stage with banner and print recognition for 4-day celebration (Bubbler Stage)
- Ability to sponsor a “track” in the festival (website and/or print promotion)
- Exclusive invitations (8) to private Preview Luncheon on October 6, 2020
- Table for 8 at 2020 or 2021 Lunch for Libraries event
- Opportunity to introduce author at event of your choosing during the 4-day celebration
- Priority seating at select festival events as requested

Celebration Sponsor \$10,000

- Logo recognition as "Celebration Sponsor" in print and online materials
- Ability to sponsor a "track" in the festival (website and/or print promotion)
- Exclusive invitations (4) to private Preview Luncheon on October 6, 2020
- Opportunity to introduce authors at multiple festival events
- Priority seating at select festival events as requested

Contributing Sponsor \$5,000

- Logo recognition as "Sponsor" in select print and online materials
- Exclusive invitations to private Preview Luncheon October 6, 2020
- One opportunity to introduce author at select festival events
- Priority seating at select festival events as requested

Event Supporter \$2,500

- Name recognition in select print and online materials (deadline August 1, 2020)
- Exclusive invitations to private Sponsor Preview Luncheon October 6, 2020
- Priority seating at select festival events as requested

Benefactor \$1,000

- Name recognition in select print and online materials
- Exclusive invitations to private Sponsor Preview Luncheon October 6, 2020
- Priority seating at select festival events as requested

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

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