

## Wisconsin Book Festival 2021 Sponsorship Opportunities

HOST: Madison Public Library & Madison Public Library Foundation

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

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DATE: Events throughout the year, plus fall celebration in October 21-24, 2021

LOCATION: Check [wisconsinbookfest.org](http://wisconsinbookfest.org) for upcoming live events and recordings of previous events

ATTENDANCE: 12,000    EVENTS: 100+

### **Signature Sponsor (\$60,000)**

- Name / logo Main Stage sponsor recognition during the fall celebration and recognition on outdoor library signage promoting the fall celebration
- Name / logo recognition on signage during virtual WBF events, including videos streamed through C-Span / Book TV (when available)
- Sponsor recognition in paid advertising on TV, radio, and online (when available)
- Year-round recognition at virtual WBF events, on the WBF website, and in print and online materials
- Exclusive invitations (8) to sponsor-only Preview Event for the fall celebration (early October 2021)
- Ability to sponsor a "track" in the festival (website and/or print promotion)
- Tickets (8) to Lunch for Libraries in September 2021
- Opportunity to introduce Presenting Authors at event of your choosing during the live fall celebration

### **Presenting Sponsor (\$25,000)**

- Name / logo Bubbler Stage sponsor recognition during the fall celebration, plus banner and print recognition for the fall celebration
- Ability to sponsor a "track" in the festival (website and/or print promotion)
- Exclusive invitations (8) to private Preview Event for the fall celebration (early October 2021)
- Tickets (8) to Lunch for Libraries September 2021
- Opportunity to introduce author at event of your choosing during the live fall celebration

### **Celebration Sponsor (\$10,000)**

- Logo recognition as a "Celebration Sponsor" in print and online materials
- Ability to sponsor a "track" in the festival (website and/or print promotion)
- Tickets (4) to Lunch for Libraries in September 2021
- Exclusive invitations (4) to private Preview Event for the fall celebration (early October 2021)
- Opportunity to introduce an author at multiple festival events

### **Contributing Sponsor (\$5,000)**

- Logo recognition as "Sponsor" in select print and online materials
- Tickets (2) to Lunch for Libraries in September 2021
- Exclusive invitations (2) to private Preview Event for the fall celebration (early October 2021)
- One opportunity to introduce an author at select festival events

### **Event Supporter (\$2,500)**

- Name recognition in select print and online materials
- Tickets (2) to Lunch for Libraries in September 2021
- Exclusive invitations (2) to private Sponsor Preview Event for the fall celebration (early October 2021)

### **Benefactor (\$1,000)**

- Name recognition in select print and online materials
- One ticket to Lunch for Libraries in September 2021
- Exclusive invitations (2) to private Sponsor Preview Event for the fall celebration (early October 2021)

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

For an up-to-date schedule of live events and to find recordings of past events, check the festival website: <http://www.wisconsinbookfestival.org/>