Wisconsin Book Festival Sponsorship Opportunities

HOST: Madison Public Library and Madison Public Library Foundation

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

Madison Public Library Foundation jeffress@mplfoundation.org or 608-266-6318

DATE: 4-day celebration October 17-20, 2019 (70 events), plus 30 events throughout the year

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

ATTENDANCE: 15,000 VOLUNTEERS: 50 EVENTS: 115

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 October 3, 2019
• Ability to sponsor a “track” in the festival (website and/or print promotion)
• Table for 8 at 2019 or 2020 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 October 3, 2019
• Table for 8 at 2019 or 2020 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 October 3, 2019
- One opportunity to introduce author at select 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 3, 2019
- Priority seating at select festival events as requested

Event Supporter $2,500
- Name recognition in select print and online materials (deadline August 1, 2019)
- Exclusive invitations to private Sponsor Preview Luncheon October 9, 2019
- 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 3, 2019
- 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/