

Wisconsin Book Festival Sponsorship Opportunities

HOST: Madison Public Library & Madison Public Library Foundation

CONTACT: Conor Moran, Executive Director, Madison Public Library Foundation
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DATE: Events throughout the year, plus Fall Celebration October 17–20, 2024

LOCATION: Visit wisconsinbookfestival.org for locations of upcoming live events and event recordings

ATTENDANCE: 12,000 EVENTS: 75+

Signature Sponsor (\$30,000) CLAIMED

- Name/logo recognition on large banner outside Central Library in the fall
- Name/logo recognition on Main Stage during the Fall Celebration, and throughout the year at all in-person and virtual events
- Name/logo recognition on signage during in-person and virtual festival events, including videos streamed on C-SPAN's Book TV (when available)
- Sponsor recognition in select paid advertising (when available)
- Year-round recognition on the festival website, and on nearly all printed and digital promotional materials
- Invitations (8) to exclusive events
- Ability to sponsor a "track" in the festival (website and/or print promotion)
- Tickets (8) to *Lunch for Libraries* (date TBD)
- Opportunity to introduce authors at events of your choosing

Presenting Sponsor (\$25,000)

- Name/logo sponsor recognition on Second Stage during the Fall Celebration, and throughout the year at all in-person and virtual events
- Name/logo on select printed and digital materials
- Ability to sponsor a "track" in the festival (website and/or print promotion)
- Invitations to exclusive events
- Foundation fundraising event tickets for your customers, staff, or friends
- Opportunity to introduce authors at events of your choosing

Champion (\$10,000)

- Name/logo on select printed and digital materials
- Ability to sponsor a “track” in the festival (website and/or print promotion)
- Invitations to exclusive events
- Foundation fundraising event tickets for your customers, staff, or friends
- Opportunity to introduce authors at events of your choosing

Leader (\$5,000)

- Name/logo on select printed and digital materials
- Invitations to exclusive events
- Foundation fundraising event tickets for your customers, staff, or friends
- Opportunity to introduce authors at events of your choosing

Benefactor (\$1,000)

- Name recognition on select print and digital materials
- One ticket to *Lunch for Libraries*
- Invitations to exclusive events

[Wisconsin Book Festival memberships](#) for individuals begin at \$100.

For an up-to-date schedule of live events and to find recordings of past events, visit the [festival website](#).