

## Wisconsin Book Festival 2023 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 in October 19-22, 2023

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

ATTENDANCE: 12,000    EVENTS: 75+

### **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 2023)
- Ability to sponsor a "track" in the festival (website and/or print promotion)
- Tickets (8) to Lunch for Libraries in April 2023
- Opportunity to introduce Presenting Authors at event of your choosing during the live fall celebration

### **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 printed and digital materials
- Ability to sponsor a "track" in the festival (website and/or print promotion)
- Invitations to exclusive events
- Event tickets for your customers, staff or friends
- Opportunity to introduce authors at events of your choosing

### **Champion (\$10,000)**

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

### **Leader (\$5,000)**

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

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

- Name recognition in select print and online materials
- One ticket to Lunch for Libraries
- Invitations to exclusive events

Wisconsin Book Festival memberships for individuals begin at \$100. [mplfoundation.org/donate](http://mplfoundation.org/donate)

For an up-to-date schedule of live events and to find recordings of past events, check the festival website: [wisconsinbookfestival.org/](http://wisconsinbookfestival.org/)