To maximize your benefits for each of these events, commit your sponsorship early!

**Presenting Sponsor** $7,500+
- Exclusive sponsorship
- Name and/or logo on printed and digital materials
- Special opportunities to work with event sponsors and partners
- Event tickets for your customers, staff, or friends
- Invitations to exclusive events
- Option to address attendees as appropriate

**Leader** $5,000+
- Name and/or logo on printed and digital materials
- Event tickets for your customers, staff, or friends
- Invitations to exclusive events

**Partner** $2,500+
- Name and/or logo on printed and digital materials
- Event tickets for your customers, staff, or friends

**Advocate** $1,250+
- Name on select printed and digital materials
- Event tickets for your customers, staff or friends
The Wisconsin Book Festival is the state’s premier literary celebration. Founded in 2001, the festival features local literary talents alongside national voices to create a diverse lineup for all ages. Its free, year-round author programming supports Madison Public Library in sparking literacy and curiosity. Approximately 13,000 book lovers attend each year to discover new books or favorite writers, enjoying unprecedented access to author discussions, and great stories.

To maximize your benefits, commit your sponsorship early!

### Signature Sponsor $30,000+
- Exclusive sponsorship
- Name and/or logo recognition on “Main Stage” during the fall celebration, on large outdoor library banner promoting the fall celebration, and throughout the year at all in-person and virtual events
- Name and/or logo on printed and digital materials
- Event tickets for your customers, staff or friends
- Invitations to exclusive events
- Ability to sponsor a “track” in the festival (website and/or print promotion)
- Option to introduce authors at events of your choosing

### Presenting Sponsor $25,000+
- Exclusive sponsorship
- Name and/or logo recognition on “Second Stage” during the fall celebration, and throughout the year at all in-person and virtual events
- Name and/or logo on printed and digital materials
- Ability to sponsor a “track” in the festival (website and/or print promotion)
- Event tickets for your customers, staff or friends
- Invitations to exclusive events

### Champion $10,000+
- Name and/or logo on printed and digital materials
- Ability to sponsor a “track” in the festival (website and/or print promotion)
- Event tickets for your customers, staff or friends
- Invitations to exclusive events
- Option to introduce authors at multiple festival events

### Leader $5,000+
- Name and/or logo on select printed and digital materials
- Event tickets for your customers, staff or friends
- Invitations to exclusive events
- One opportunity to introduce an author at a festival event

To learn more about our fundraising events, visit mplfoundation.org or contact foundation Executive Director Conor Moran at cmoran@mplfoundation.org or 608.266.6318.