

Event Sponsorship Opportunities



Our annual **Lunch for Libraries** fundraiser brings a highly regarded author to

Madison for networking, a book discussion, and lunch. It is typically held in person in the spring, and more than 600 guests attend. Lunch for Libraries proceeds support free, year-round Wisconsin Book Festival author programming and Madison Public Library youth literacy efforts.



Each fall, our **Ex Libris** fundraiser draws more than 500 local foodies to Central Library for an evening of craft beverages and bites to benefit our libraries. Guests enjoy live music, an online auction, and the chance to support

their library in the company of like-minded community members who value literacy and lifelong learning. Proceeds go toward the foundation's annual fund, which supports collections, technology, staff professional development, equity and innovation efforts, and more.



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+	Presenting Sponsor \$25,000+	Champion \$10,000+
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 • Option to introduce authors at events of your choosing 	<ul style="list-style-type: none"> • 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+
		<ul style="list-style-type: none"> • 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**.