

Event Sponsorship 2025 OPPORTUNITIES



Each spring, our annual **Lunch for Libraries** fundraiser brings a highly regarded author to Madison for a book discussion and lunch. More than 700 guests enjoy networking before lunch and receive a copy of the featured book. Proceeds from Lunch for Libraries support the Wisconsin Book Festival, which provides free, year-round author programming.



Presenting Sponsor • \$10,000

- Exclusive sponsorship
- Name/logo on printed & digital materials
- Event admissions for customers, staff & friends
- Invitations to other exclusive foundation events
- Option to address attendees, as appropriate

Champion • \$6,000

- Name/logo on printed & digital materials
- Event admissions for customers, staff & friends
- Invitations to other exclusive foundation events

Leader • \$3,000

- Name/logo on printed & digital materials
- Event admissions for customers, staff & friends

Partner • \$1,500

- Name on select printed & digital materials
- Event admissions for customers, staff & friends



Each fall, our annual **Ex Libris** fundraiser draws over 500 local foodies to Central Library for an evening of craft beverages and bites to benefit our libraries.

Guests enjoy music, an online auction, and other activities 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.



Presenting Sponsor • \$7,500

- Exclusive sponsorship
- Name/logo on printed & digital materials
- Event admissions for customers, staff & friends
- Invitations to exclusive events
- Option to address attendees, as appropriate

Champion • \$5,000

- Name/logo on printed & digital materials
- Event admissions for customers, staff & friends
- Invitations to exclusive events

Leader • \$2,500

- Name/logo on printed & digital materials
- Event admissions for customers, staff & friends

Partner • \$1,250

- Name on select printed & digital materials
- Event admissions for customers, staff & friends

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

Event Sponsorship: 2025 Opportunities



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
- Reserved seats for your customers, staff and friends at select events
- 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)
- Reserved seats for your customers, staff and friends at select events
- Invitations to exclusive events
- Option to introduce authors at events of your choosing

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)
- Reserved seats for your customers, staff and friends at select events
- Invitations to exclusive events
- Option to introduce authors at festival events

Leader • \$5,000+

- Name and/or logo on select printed and digital materials
- Reserved seats for your customers, staff and friends at select events
- Invitations to exclusive events
- One opportunity to introduce an author at a festival event

Benefactor • \$1,000+

- Name and/or logo on select printed and digital materials
- Reserved seats for your customers, staff and friends at select events
- Invitations to exclusive events

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