



Madison's Central Business Improvement District

2023 Lunchtime Live Concert Series Sponsorship Opportunities

Grab a Friend, Grab a Blanket and Grab a Spot at YOUR Lunch Time LIVE 2023! For twelve Tuesdays June through August, a FREE outdoor concert series will take place from noon-1pm on the lawn near the SOUTH Hamilton walkway of the Wisconsin State Capitol. These concerts are a great place for the Madison community to socialize and enjoy the lunch hour during the beautiful Wisconsin summer in a safe and socially distanced way.

Presenting Sponsor (2 Available)

Sponsor Recognition Includes:

Logo and link prominently featured on LTL Event Page from Jun - Aug (\$4,500 value)

Inclusion in 8 Social Media posts per month on Facebook and Instagram (\$2,000 value)

Logo on 200 promotional posters distributed throughout downtown (\$1,000 value)

Logo on 500 counter cards distributed at event, at Visitor Center, and area businesses. (\$1,000 value)

Front row table and lunch for 4 at each concert. (\$100 value)

Recognition during announcements at concerts. (\$3,000 value)

Sponsor Investment: \$5,000
Total Promotional Value: \$11,600

Weekly Concert Sponsor (12 Available)

Sponsor Recognition Includes:

Recognition and link on LTL Event Page from June to Aug as your week's sponsor. (\$2,000 value)

Inclusion in Social Media posts for your week's concert on Facebook and Instagram (\$1,000 value)

Front row table seating and lunch for 12 on your concert date. (\$250 value)

Recognition during announcements at your concert date. (\$250 value)

Sponsor Investment \$1,500
Total Promotional Value: \$3,500

Lunch Sponsor (1 Available)

Sponsor Recognition Includes:

Logo and Link on LTL Event Page from Jun - Aug (\$2,000)

2 Social Media posts per month on Facebook and Instagram (\$1,000)

Recognition during announcements at all 12 concerts as the lunch sponsor. (\$3,000 value)

Sponsor Investment: \$2,500
Total Promotional Value: \$6,000



Contact: Tim Jenquin, Operations Director
Madison's Central BID

tjenquin@visitdowntownmadison.com
visitdowntownmadison.com

Contributions to Madison's Central BID are not tax deductible, but may be tax deductible as a business expense.

50% of sponsorship due upon signing, the remaining 50% due 30 days prior to first deliverable.