



Madison's Central Business Improvement District

2023 Madison Night Market Sponsorship Opportunities

Madison Night Market is a celebration of Madison, Wisconsin's unique and inspiring creative culture. Vendors showcase handmade products, local art, artisan gifts, prepackaged foods and fresh produce. The event includes live music, artists, special visiting food carts and pop-up restaurant experiences.

Dates: May 11, June 8, August 10, September 14 & October 19, 2023

Presenting Sponsor (4 Available)

Sponsor Recognition Includes:

Logo and link prominently featured on MNM Event Page (\$6,000 value)

8 Social Media posts per month on Facebook and Instagram (\$4,000 value)

Logo on signage at Peace Park and event entry points (\$2,000 value)

Logo on 500 promotional posters distributed throughout downtown (\$1,000 value)

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

Optional Vendor Booth at each MNM (\$1,000 value)

Recognition on digital map with average of 40,000 views per market (\$2,000 value)

Sponsor Investment: \$10,000
Total Promotional Value: \$17,500

Music Sponsor (1 Available) ~~SOLD~~

Sponsor Recognition Includes:

Logo and link on MNM Event Page (\$4,500 value)

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

Logo on signage at Peace Park Music Stage (\$1,000 value)

Optional Vendor Booth at all 5 Markets (\$1,000 value)

Recognition on digital map at Music Stage Marker with average of 40,000 views per market (\$1,000 value)

Sponsor Investment \$5,000
Total Promotional Value: \$9,500

Community Activity Area (1 Available)

Sponsor Recognition Includes:

Logo and Link on MNM Event Page (\$4,500)

Recognition on digital map at activity marker with average of 40,000 views per market (\$1,000)

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

Logo on signage at activity area (\$1,000)

Sponsor Investment: \$2,500
Total Promotional Value: \$7,500



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