

20  
26



MADISON MAIN STREET PROGRAM

# SPONSORSHIP OPPORTUNITIES



2024 Winner

YOUR 2024 GREAT  
AMERICAN MAIN STREET!

PREPARED BY

**MADISON MAIN  
STREET BOARD  
& STAFF**



# 2026

## SPONSORSHIP OPPORTUNITIES



### DRIVING SMALL BUSINESS REVENUE

Jan - Feb



### ANNUAL GALA & DESSERT AUCTION

April 2



### MADISON FARMERS MARKET

4+ Market Events



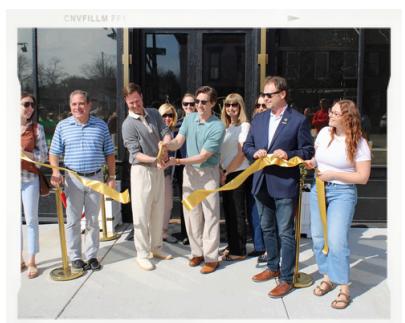
### MUSIC IN THE PARK

June, July, & August



### HOLIDAY OPEN HOUSE

November



### SMALL BUSINESS SATURDAY

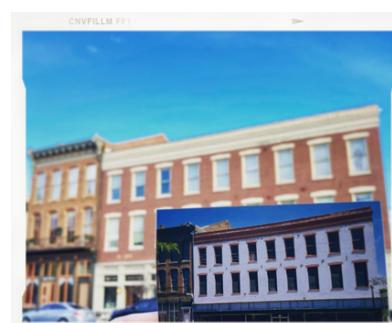
November 28th



### FALL WINDOW DECORATION CONTEST



### DOWNTOWN BUILDING HISTORY BANNER



### NEW! UPSTAIRS DOWNTOWN WORKSHOP

March

# 2026

## SPONSORSHIP OPPORTUNITIES



### Driving Small Business Revenue Series

#### \$5,000 - Driving Small Business Revenue Series Presenting Sponsor (2)

- Listing on the Madison Main Street Program's (MMSP) website as a 2026 sponsor
- 4 tickets to the Annual Gala & Dessert Auction
- Prominent listing on print, flyers, invitations, and course materials.
- Included in a featured write-up, written by MMSP staff and featured on social media and the MMSP blog.
- Recognition on social media.
- 2 free registrations to the program
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Featured in MMSP Main Street Monday Newsletter
- Listed in a Thank You Ad in Madison Courier
- Limited to one Presenting Sponsor

#### \$2,500 - Driving Small Business Revenue Series Supporting Sponsor (Unlimited)

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) Website
- Recognition on social media.
- 2 free registrations to the program
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Sponsor's name and logo to appear on printed materials (e.g. "Sponsored by ")
- Featured in MMSP Main Street Monday Newsletter with Presenting Sponsor
- Listed in a Thank You Ad in Madison Courier

#### \$500 - Driving Small Business Revenue Series General Sponsor (Unlimited)

- Listing on the Madison Main Street Program's (MMSP) website as a 2026 sponsor
- Listing on print, flyers, invitations, and course materials.
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- 1 free registration to the workshop
- Listed in a Thank You Ad in Madison Courier

# 2026

## SPONSORSHIP OPPORTUNITIES



### Annual Gala & Dessert Auction

#### **\$3,500 - Annual Gala & Dessert Auction Presenting Sponsor (1)**

- Listed as a sponsor on MMSP website
- Prominent listing on print, flyers, invitations, and announcements for 2026 Gala & Dessert Auction
- Included in a featured write-up, written by MMSP staff and featured on social media and the MMSP blog.
- Recognition on social media
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- 8 tickets (1 table) to the Annual Gala & Dessert Auction
- Listed in Thank You Ad in Madison Courier

#### **\$1,500 - Annual Gala & Dessert Auction Supporting Sponsor (Unlimited)**

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website.
- Recognition (signage and announcements) at the 2026 Gala & Fundraiser
- Sponsor's name listed on print announcements, ads and posters for Music in the Park. Listing will be less prominent than Signature Underwriter and Gold Sponsors
- 4 tickets (1/2 table) to the Annual Gala & Dessert Auction
- Sponsor's name listed on signage/banners displayed at each of the Music in the Park events in 2026
- Listed in Thank You Ad in Madison Courier

#### **\$500 - Annual Gala & Dessert Auction General Sponsor (Unlimited)**

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website
- Recognition (signage and announcements) at the 2026 Gala & Fundraiser
- Sponsor's name listed on print announcements, ads and posters for Music in the Park. Listing will be less prominent than Signature Underwriter, Gold and Silver Sponsors
- Verbal announcement and recognition at each of the Music in the Park concerts in 2026
- Listed in Thank You Ad in Madison Courier



# 2026

## SPONSORSHIP OPPORTUNITIES

### **Madison Farmers Market**

#### **\$6,000 - Madison Farmers Market Title Sponsor (1)**

- Listed as a Sponsor on (MMSP) website
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Recognition on MMSP and Madison Farmers Market social media
- Prominent listing on print announcements/ads for the Madison Farmers Market
- Prominent listing and company logo on signage/banners displayed at the Madison Farmers Market during 2026
- Included in a featured write-up, written by MMSP staff and featured on social media and the MMSP blog.
- Featured in a Main Street Monday newsletter in May 2026 with a link to sponsor's business
- Highlighted in at least 2 sponsored social media posts.
- Listed in Thank You Ad in Madison Courier

#### **\$2,500 - Madison Farmers Market Music Sponsor (Unlimited)**

- Listed as a Sponsor on (MMSP) website
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Recognition on Madison Farmers Market social media
- Listing on print announcements/ads for the Madison Farmers Market
- Listing and company logo on signage/banners displayed at the Madison Farmers Market during 2026
- Listed in Thank You Ad in Madison Courier

#### **\$1,500 - Madison Farmers Market Info Booth Sponsor (Unlimited)**

- Listed as a Sponsor on (MMSP) website
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Recognition on Madison Farmers Market social media
- Listing on print announcements/ads for the Madison Farmers Market
- Listing and company logo on signage/banners displayed at the Madison Farmers Market during Summer 2026
- Listed in Thank You Ad in Madison Courier

# 2026

## SPONSORSHIP OPPORTUNITIES



### Madison Farmers Market Continued

#### **\$750 – NEW! Madison Farmers Market Evening Market Sponsor (Unlimited)**

- Listed as a Sponsor on (MMSP) website
- Mention in print announcements/ads for the Madison Farmers Market
- Listing and company logo on signage/banners displayed at the Madison Farmers Market only during evening markets
- Listed in Thank You Ad in Madison Courier

#### **\$500 - Madison Farmers Market General Sponsor (Unlimited)**

- Listed as a Sponsor on (MMSP) website
- Mention in print announcements/ads for the Madison Farmers Market
- Listing and company logo on signage/banners displayed at the Madison Farmers Market during 2026
- Listed in Thank You Ad in Madison Courier



### ***Looking for more ways to be involved?***

Our volunteers make a real impact! We're looking for volunteers to help with tasks like distributing flyers, delivering event materials to businesses, setting up and cleaning up the Farmers Market, and more. Interested? Learn more in our blog: [What Do Main Street Volunteers Do?](#) or reach out to us at [ProgramManager@madisonmainstreet.com](mailto:ProgramManager@madisonmainstreet.com).

# 2026

# SPONSORSHIP OPPORTUNITIES



## Music in the Park

### \$6,000 - Music in the Park Title Sponsor (1)

- Limited to 1 Title Underwriting Sponsor
- Listed as a Sponsor on (MMSP) website.
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Listing prominently featured on social media.
- Prominent listing on print announcements/ads for Music in the Park. The listing will include other sponsors, too.
- Verbal announcement and recognition at each of the Music in the Park concerts.
- The sponsor's name is prominently featured on signage/banners displayed at each of the Music in the Park events.
- Featured in a Main Street Monday newsletter with a link to the sponsor's business website.
- Included in a featured write-up, written by MMSP staff and featured on social media and the MMSP blog.
- Highlighted in at least 1 sponsored social media post
- Listed in Thank You Ad in Madison Courier

### \$3,000 -Music in the Park Sound Sponsor (Unlimited)

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website.
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Sponsor's name in secondary listing on print announcements, ads, and posters for Music in the Park. Listing will include other sponsors too.
- Sponsor's name featured on social media for Music in the Park
- Verbal announcement and recognition at each of the Music in the Park concerts in 2026
- Sponsor's name listed on signage/banners displayed at each of the Music in the Park events in 2026
- Featured in a Main Street Monday newsletter with link to sponsor's business website
- Listed in Thank You Ad in Madison Courier

# 2026

## SPONSORSHIP OPPORTUNITIES



### Music in the Park Continued

#### **\$1,500 - Music in the Park Supporting Sponsor (Unlimited)**

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website.
- Recognition (signage and announcements) at the 2026 Gala & Fundraiser
- Sponsor's name listed on print announcements, ads and posters for Music in the Park. Listing will be less prominent than Signature Underwriter and Gold Sponsors
- Verbal announcement and recognition at each of the Music in the Park concerts in 2026
- Sponsor's name listed on signage/banners displayed at each of the Music in the Park events in 2026
- Listed in Thank You Ad in Madison Courier

#### **\$500 - Music in the Park General Sponsor (Unlimited)**

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website
- Recognition (signage and announcements) at the 2026 Gala & Fundraiser
- Sponsor's name listed on print announcements, ads and posters for Music in the Park. Listing will be less prominent than Signature Underwriter, Gold and Silver Sponsors
- Verbal announcement and recognition at each of the Music in the Park concerts in 2026
- Listed in Thank You Ad in Madison Courier





# 2026

# SPONSORSHIP OPPORTUNITIES

## Holiday Open House

### \$3,500 - Holiday Open House Presenting Sponsor (1)

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website
- Recognition (signage and announcements) at the 2026 Gala & Fundraiser
- Prominent listing on signage at each of the cookie stops during Holiday Open House
- Included in a featured write-up, written by MMSP staff and featured on social media and the MMSP blog.
- Prominent listing on print ads, flyers, invitations, and announcements for the 2026 Holiday Open House
- Recognition on social media for the Holiday Open House event
- Highlighted in at least 3 sponsored social media posts
- Listed in Thank You Ad in Madison Courier

### \$1,500 - Holiday Open House Cookie Sponsor (Unlimited)

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website
- Recognition (signage and announcements) at the 2026 Gala & Fundraiser
- Prominent listing on signage at each of the cookie stops during Holiday Open House
- Prominent listing on print ads, flyers, invitations, and announcements for the 2026 Holiday Open House
- Recognition on social media for the Holiday Open House event
- Highlighted in at least 2 sponsored social media posts
- Listed in Thank You Ad in Madison Courier

### \$500 - Holiday Open House Supporting Sponsor (Unlimited)

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) Website
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Sponsor's name and logo to appear on printed materials.
- Listed in Thank You Ad in Madison Courier

*Sponsorship commitment and payment due before **February 28th** to receive full benefits.*

# 2026

## SPONSORSHIP OPPORTUNITIES

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### Fall Window Decoration Contest

#### \$750 - Fall Window Decoration Presenting Sponsor (Unlimited)

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) Website
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Sponsor's name and logo to appear on printed materials.
- Featured in Main Street Monday newsletter and on MMSP social media
- Listed in Thank You Ad in Madison Courier

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### Downtown Building History

#### \$750 - Small Business Saturday Presenting Sponsor (Unlimited)

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) Website
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Sponsor's name and logo to appear on printed materials.
- Featured in Main Street Monday newsletter and on MMSP social media
- Listed in Thank You Ad in Madison Courier

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*Sponsorship commitment and payment due before **February 28th** to receive full benefits.*

# 2026



## SPONSORSHIP OPPORTUNITIES

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### Small Business Saturday

#### \$750 - Small Business Saturday Presenting Sponsor (Unlimited)

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) Website
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Sponsor's name and logo to appear on printed materials
- Featured in Main Street Monday newsletter and on MMSP social media
- Listed in Thank You Ad in Madison Courier

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### NEW! Upstairs, Downtown Workshop

#### \$5,000 - Upstairs, Downtown Workshop Presenting Sponsor (1)

- Listing on the Madison Main Street Program's (MMSP) website as a 2026 sponsor
- 4 tickets to the Annual Gala & Dessert Auction
- Prominent listing on print, flyers, invitations, and course materials
- Featured write-up, written by MMSP staff and featured on social media and the MMSP blog
- 2 free registrations to the program
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Featured in MMSP Main Street Monday Newsletter
- Listed in a Thank You Ad in the Madison Courier
- Limited to one Presenting Sponsor

*Sponsorship commitment and payment due before **February 28th** to receive full benefits.*

# 2026

## SPONSORSHIP OPPORTUNITIES



### NEW! Upstairs, Downtown Workshop Continued

#### \$2,500 - Upstairs, Downtown Workshop Supporting Sponsor (Unlimited)

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) Website
- Recognition on social media.
- 2 free registrations to the program
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- Sponsor's name and logo to appear on printed materials (e.g. "Sponsored by ")
- Featured in MMSP Main Street Monday Newsletter with Presenting Sponsor
- Listed in a Thank You Ad in Madison Courier

#### \$500 - Upstairs, Downtown Workshop General Sponsor (Unlimited)

- Listing on the Madison Main Street Program's (MMSP) website as a 2026 sponsor
- Listing on print, flyers, invitations, and course materials.
- Recognition (signage and announcements) at the 2026 Gala & Dessert Auction
- 1 free registration to the workshop
- Listed in a Thank You Ad in Madison Courier



Andrew Forrester Mayor Bob Courtney  
Executive Director, Mayor  
Visit Madison, Inc. Madison's 37th  
Mayor

*Sponsorship commitment and payment due before **February 28th** to receive full benefits.*

# 2026

# SPONSORSHIP OPPORTUNITIES



## CONTACT INFORMATION

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

## SPONSORSHIP LEVELS

### PLEASE SELECT YOUR PREFERRED SPONSORSHIP OPTION:

#### DRIVING SMALL BUSINESS REVENUE SERIES

- PRESENTING SPONSOR (\$5,000)
- SUPPORTING SPONSOR (\$2,500)
- GENERAL SPONSOR (\$500)

#### ANNUAL GALA & DESSERT AUCTION:

- PRESENTING SPONSOR (\$3,500)
- SUPPORTING SPONSOR (\$1,500)
- GENERAL SPONSOR (\$500)

#### MADISON FARMERS MARKET:

- TITLE SPONSOR (\$6,000)
- MUSIC SPONSOR (\$2,500)
- INFO BOOTH SPONSOR (\$1,500)
- EVENING SPONSOR (\$750)
- GENERAL SPONSOR (\$500)

#### FALL WINDOW DECORATION CONTEST

- PRESENTING SPONSOR (\$750)

**TOTAL:** \_\_\_\_\_

#### MUSIC IN THE PARK:

- TITLE SPONSOR (\$6,000)
- SOUND SPONSOR (\$3,000)
- SUPPORTING SPONSOR (\$1,500)
- GENERAL SPONSOR (\$500)

#### DOWNTOWN BUILDING HISTORY

- PRESENTING SPONSOR (\$750)

#### HOLIDAY OPEN HOUSE

- PRESENTING SPONSOR (\$3,500)
- COOKIE SPONSOR (\$1,500)
- SUPPORTING SPONSOR (\$500)

#### SMALL BUSINESS SATURDAY

- PRESENTING SPONSOR (\$750)

#### NEW! UPSTAIRS DOWNTOWN

- PRESENTING SPONSOR (\$5,000)
- SUPPORTING SPONSOR (\$2,500)
- GENERAL SPONSOR (\$500)

*Please note that if an event or program does not receive sponsorship, it will be removed from 2026 programming and sponsorship will be redirected within MMSP's programming.*

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26



# THANK YOU!

## CONTACT US

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