

**20
23**

MADISON MAIN STREET PROGRAM
SPONSORSHIP
OPPORTUNITIES

PREPARED BY

**MADISON MAIN
STREET BOARD
& STAFF**





ABOUT MADISON MAIN STREET

ABOUT US

The National Trust for Historic Preservation began its national Main Street movement in 1979, with Madison as one of three pilot communities. Madison Main Street is a team of residents, business owners, property owners, and civic leaders working together to ensure that downtown Madison is a vibrant place to live, work, shop, dine, visit, and play. Madison Main Street is a 501(c)3 non-profit organization designated by Indiana Main Street and accredited by the National Main Street Center. Madison is one of more than 1,200 Main Street communities across the country with the common goal of preserving America's historic downtown as economically vital centers of the community.

HISTORY

Madison's historic downtown district is economically vibrant, with shops, restaurants, and nightlife serving local residents as well as a large number of tourists and visitors. With more than 18 events organized annually, we ensure the investment in our non-profit mission is measurable and promotes all things local.



2023

SPONSORSHIP OPPORTUNITIES



ANNUAL GALA & DESSERT AUCTION
April 11



MADISON FARMERS MARKET
Every Saturday Morning



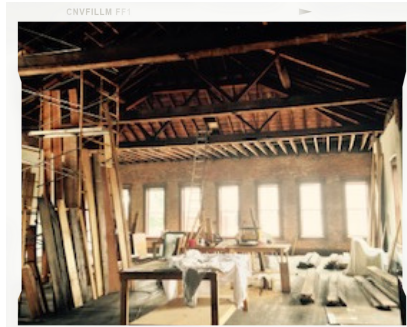
MUSIC IN THE PARK
June 9, July 14, Aug. 11, Sept. 8



HOLIDAY OPEN HOUSE
November 10th



AUTUMN WINDOW DECORATION CONTEST
October



LOFT TOUR
October 7



DOWNTOWN BUILDING HISTORY
1 PER YEAR



GIRLS WEEKEND
March 3-5



ask us!
About in-kind donations and volunteer opportunities!



2023

SPONSORSHIP OPPORTUNITIES



ANNUAL GALA & DESSERT AUCTION

April 11

\$2,500 - Signature Underwriter for the Annual Gala & Dessert Auction

- Listed as a sponsor on MMSP website
- 2 tickets to the MMSP's 2023 Gala & Dessert Auction
- Prominent listing on print ads, flyers, invitations, and announcements for 2023 Gala & Dessert Auction
- Recognition on social media
- Recognition (signage and announcements) at the 2023 Gala & Dessert Auction



MADISON FARMERS MARKET

Every Saturday Morning

\$5,000 - Signature Underwriter for Madison Farmers Market

- Listed as a Sponsor on (MMSP) website
- 2 tickets to the MMSP's 2023 Gala & Dessert Auction
- Recognition (signage and announcements) at the 2023 Gala & Dessert Auction
- Recognition on 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 2023
- 50 canvas totes with sponsor's logo and Madison Farmers Market logo to be distributed for free to market attendees during 2023
- Featured in a Main Street Monday newsletter in May 2023 with a link to sponsor's business

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

2023



SPONSORSHIP OPPORTUNITIES



MADISON FARMERS MARKET

Every Saturday Morning

CONTINUED

\$1,000 - Underwriter for Madison Farmers Market

- Listed as a Sponsor on (MMSP) website
- 2 tickets to the MMSP's 2023 Gala & Dessert Auction
- Recognition (signage and announcements) at the 2023 Gala & Dessert Auction
- Recognition on 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 2023
- 25 canvas totes with the sponsor's logo and Madison Farmers Market logo to be distributed for free to market attendees during 2023

\$500 - Sponsor for Madison Farmers Market

- Listed as a Sponsor on (MMSP) website
- Mention in print announcements/ads for the Madison Farmers Market
- Recognition on social media
- Listing and company logo on signage/banners displayed at the Madison Farmers Market during 2023
- 10 canvas totes with the sponsor's logo and Madison Farmers Market logo to be distributed for free to market attendees during 2023

\$100 - Friend of Madison Farmers Market

- Listed as a Friend of the Madison Farmers Market on the MMSP website

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

2023



SPONSORSHIP OPPORTUNITIES



MUSIC IN THE PARK

June 9, July 14, Aug. 11, Sept. 8

\$5,000 - Signature Underwriter for Music in the Park

- Listed as a Sponsor on (MMSP) website.
- 2 tickets to the MMSP's 2023 Gala & Dessert Auction
- Recognition (signage and announcements) at the 2023 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 paid Facebook ad during 2023 Music in the Park season.
- Featured in a Main Street Monday newsletter between May & September with link to sponsor's business website.
- 50 canvas totes with sponsor's logo and MMSP logo to be distributed free to attendees during the concert.

"...I LOVE SEEING FRIENDS AND NEIGHBORS OUT ON A BEAUTIFUL SUMMER EVENING ENJOYING MUSIC TOGETHER!"

-Happy Smith, Board Member, and MIP Volunteer

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

2023



SPONSORSHIP OPPORTUNITIES



MUSIC IN THE PARK

June 9, July 14, Aug. 11, Sept. 8

CONTINUED

\$2,000 - Gold Sponsor for Music in the Park

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website.
- 2 tickets to MMSP's 2023 Gala & Dessert Auction
- Recognition (signage and announcements) at the 2023 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 2023
- Sponsor's name listed on signage/banners displayed at each of the Music in the Park events in 2023
- Featured in paid Facebook ad during 2023 Music in the Park season
- Featured in a Main Street Monday newsletter between May and September 2023 with link to sponsor's business website

\$1,000 - Silver Sponsor for Music in the Park

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website.
- 2 tickets to MMSP's 2023 Gala & Dessert Auction
- Recognition (signage and announcements) at the 2023 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 2023
- Sponsor's name listed on signage/banners displayed at each of the Music in the Park events in 2023
- Featured in a Main Street Monday newsletter between May and September 2023 with link to sponsor's business website

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



2023

SPONSORSHIP OPPORTUNITIES

\$500 - Bronze Sponsor for Music in the Park

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website
- 2 tickets to MMSP's 2023 Gala & Fundraiser
- Recognition (signage and announcements) at the 2023 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 2023
- Mentioned in a Main Street Monday newsletter between May and September 2023 with link to sponsor's business website



HOLIDAY OPEN HOUSE

November 10th

\$1,500 - Signature Underwriter for Holiday Open House

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website
- 2 tickets to MMSP's 2023 Gala & Fundraiser
- Recognition (signage and announcements) at the 2023 Gala & Fundraiser
- Prominent listing on signage at each of the 12 cookie stops during Holiday Open House
- Prominent listing on print ads, flyers, invitations, and announcements for the 2023 Holiday Open House
- Recognition on social media for the Holiday Open House event

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

2023



SPONSORSHIP OPPORTUNITIES



DOWNTOWN BUILDING HISTORY
1 PER YEAR

\$750 - Downtown Building History

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) Website
 - 2 tickets to MMSP's 2023 Gala & Dessert Auction
 - Recognition (signage and announcements) at the 2023 Gala & Dessert Auction
 - Sponsor's name and logo to appear on printed materials and/or flag/banner produced for the building (e.g. "Sponsored by ")
 - Featured in Main Street Monday newsletter and on MMSP social media when the Downtown Building History is announced and unveiled
-



AUTUMN WINDOW DECORATION CONTEST
October

\$750 - Autumn Window Decoration Contest

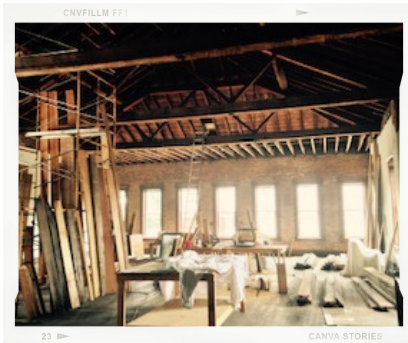
- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website.
 - 2 tickets to MMSP's 2023 Gala & Dessert Auction
 - Recognition (signage and announcements) at the 2023 Gala & Dessert Auction
 - Listed as a sponsor in print announcements/ads for the Autumn Window Decoration Contest
 - Featured on social media for the Madison Main Street Program's Autumn Window Decoration Contest
 - Option to decorate MMSP's double windows for the Autumn Window Decoration Contest- including signage or banner for your business
 - Listed as contest sponsor on award trophy/plaques for the 2023 Competition
-

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

2023



SPONSORSHIP OPPORTUNITIES



LOFT TOUR

October 7

\$1,000 - Signature Underwriter for Downtown Loft Tour

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website
- 50 canvas totes with sponsor's logo and Madison Main Street logo to be distributed for free to Loft Tour attendees
- 4 tickets to the 2023 Loft Tour
- Prominent Listing on all Loft Tour tickets/brochures
- Prominent listing on print announcements, ads, posters for the Downtown Loft Tour
- Prominent listing on signage at each Loft Tour site
- Mention in social media related to the 2023 Downtown Loft Tour
- Featured in a Main Street Monday newsletter during October 2023 with link to sponsor's business website

\$250 - Site Sponsor for Downtown Loft Tour

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website
- 2 tickets to the 2023 Loft Tour
- Listing on all Loft Tour tickets/brochures with the specific site you have sponsored
- Mention in social media related to the 2023 Downtown Loft Tour
- Listed on signage at the Loft Tour site you have sponsored

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

**20
23**



THANK YOU!

CONTACT US

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