

**20  
24**



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 10 events organized annually, we ensure the investment in our non-profit mission is measurable and promotes all things local.



# 2024

## SPONSORSHIP OPPORTUNITIES



**GIRLS WEEKEND**  
March 1-3



**ANNUAL GALA & DESSERT AUCTION**  
April 9



**MADISON FARMERS MARKET**  
Every Saturday Morning



**MUSIC IN THE PARK**  
June 14, July 12, Aug. 9,  
Sept. 13



**HOLIDAY OPEN HOUSE**  
November 8th



**AUTUMN WINDOW DECORATION CONTEST**  
October



**DOWNTOWN BUILDING HISTORY**  
1 PER YEAR



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



# 2024

# SPONSORSHIP OPPORTUNITIES



**GIRLS WEEKEND**  
MARCH 1-3

## **\$5,000 - 2024 Presenting Sponsor for Girls Weekend**

- Listing on the Madison Main Street Program's (MMSP) website as a 2024 sponsor
- 4 tickets to the Girls Weekend
- Prominent listing on print, flyers, invitations, and announcements for 2024 Girls Weekend
- Recognition on social media
- Recognition (signage and announcements) at the 2024 Gala & Dessert Auction
- Prominent Logo on Tshirt with other event sponsors
- Logo on Girls Weekend Tickets
- Listed as presenting sponsor on signage at check-in, brunch, and dance party
- Listed in a Thank You Ad in Madison Courier
- Limited to one Presenting Sponsor

## **\$1,500 - 2024 Sponsor for Girls Weekend Dance Party**

- Listing on the Madison Main Street Program's (MMSP) website as a 2024 sponsor
- 2 tickets to the Girls Weekend
- Secondary listing on print ads, flyers, invitations and announcements for the 2024 Girls Weekend
- Recognition on social media
- Recognition (signage and announcements) at the 2024 Gala & Dessert Auction
- Secondary listing on Tshirt with other event sponsors
- Listed in a Thank You Ad in Madison Courier
- Listed on signage at Girls Weekend Dance Party



# 2024

# SPONSORSHIP OPPORTUNITIES



**GIRLS WEEKEND**  
**MARCH 1-3**  
**CONTINUED**

## **\$1,500 - 2024 Sole Sponsor for Girls Weekend Brunch**

- Listing on the Madison Main Street Program's (MMSP) website as a 2024 sponsor
- 2 tickets to the Girls Weekend
- Secondary listing on print ads, flyers, invitations and announcements for the 2024 Girls Weekend
- Recognition on social media
- Recognition (signage and announcements) at the 2024 Gala & Dessert Auction
- Secondary listing on Tshirt with other event sponsors
- Listed in a Thank You Ad in Madison Courier
- Listed on signage at Girls Weekend Brunch

## **\$500 - 2024 Girls Weekend Supporter**

- Listing on the Madison Main Street Program's (MMSP) website as a 2024 sponsor
- Highlighted and promoted in advance of the event on MMSP social media for Girls Weekend
- Listed in a Thank You Ad in Madison Courier



# 2024

## SPONSORSHIP OPPORTUNITIES



### ANNUAL GALA & DESSERT AUCTION

April 9

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

- Listed as a sponsor on MMSP website
- Prominent listing on print, flyers, invitations, and announcements for 2024 Gala & Dessert Auction
- Recognition on social media
- Recognition (signage and announcements) at the 2024 Gala & Dessert Auction
- 8 tickets to the Annual Gala & Dessert Auction
- Listed in Thank You Ad in Madison Courier



### MADISON FARMERS MARKET

Every Saturday Morning

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

- Listed as a Sponsor on (MMSP) website
- Recognition (signage and announcements) at the 2024 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 2024
- 50 canvas totes with sponsor's logo and Madison Farmers Market logo to be distributed for free to market attendees during 2024
- Featured in a Main Street Monday newsletter in May 2024 with a link to sponsor's business
- Highlighted in at least 2 sponsored social media posts.
- Listed in Thank You Ad in Madison Courier

*Sponsorship commitment and payment due before February 29th to receive full benefits.*



# 2024

## SPONSORSHIP OPPORTUNITIES



### MADISON FARMERS MARKET

Every Saturday Morning

**CONTINUED**

### \$1,500 - Underwriter for Madison Farmers Market

- Listed as a Sponsor on (MMSP) website
- Recognition (signage and announcements) at the 2024 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 2024
- 25 canvas totes with the sponsor's logo and Madison Farmers Market logo to be distributed for free to market attendees during 2024
- Listed in Thank You Ad in Madison Courier

### \$1,500 - Music Sponsor for Madison Farmers Market

- Listed as a Sponsor on (MMSP) website
- Recognition (signage and announcements) at the 2024 Gala & Dessert Auction
- Recognition on Madison Farmers Market social media
- Musicians will name and thank sponsors during the performance
- 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 2024
- 25 canvas totes with the sponsor's logo and Madison Farmers Market logo to be distributed for free to market attendees during 2024
- Listed in Thank You Ad in Madison Courier

*Sponsorship commitment and payment due before February 29th to receive full benefits.*



# 2024

## SPONSORSHIP OPPORTUNITIES



### MADISON FARMERS MARKET

Every Saturday Morning

**CONTINUED**

### \$1,000 - Underwriter for Madison Farmers Market

- Listed as a Sponsor on (MMSP) website
- Recognition (signage and announcements) at the 2024 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 2024
- 25 canvas totes with the sponsor's logo and Madison Farmers Market logo to be distributed for free to market attendees during 2024
- Listed in Thank You Ad in Madison Courier

### \$500 - Sponsor for Madison Farmers Market

- 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 2024
- 10 canvas totes with the sponsor's logo and Madison Farmers Market logo to be distributed for free to market attendees during 2024
- Listed in Thank You Ad in Madison Courier

*Sponsorship commitment and payment due before February 29th to receive full benefits.*





# 2024

# 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.
- Recognition (signage and announcements) at the 2024 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 between May and September with a link to the sponsor's business website.
- 50 canvas totes with sponsor's logo and MMSP logo to be distributed free to attendees during the concert.
- Highlighted in at least 2 sponsored social media posts
- Listed in Thank You Ad in Madison Courier

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

**-Happy Smith, Past Board Member, and Volunteer**

# 2024



## 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.
- Recognition (signage and announcements) at the 2024 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 2024
- Sponsor's name listed on signage/banners displayed at each of the Music in the Park events in 2024
- Mentioned in paid Facebook ad during 2024 Music in the Park season
- 25 canvas totes with sponsor's logo and MMSP logo to be distributed free to attendees during the concert.
- Featured in a Main Street Monday newsletter with link to sponsor's business website
- Listed in Thank You Ad in Madison Courier

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

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website.
- Recognition (signage and announcements) at the 2024 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 2024
- Sponsor's name listed on signage/banners displayed at each of the Music in the Park events in 2024
- Listed in Thank You Ad in Madison Courier

# 2024



# SPONSORSHIP OPPORTUNITIES

## \$500 - Bronze Sponsor for Music in the Park

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website
- Recognition (signage and announcements) at the 2024 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 2024
- Listed in Thank You Ad in Madison Courier

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



### HOLIDAY OPEN HOUSE

November 10th

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website
- Recognition (signage and announcements) at the 2024 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 2024 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

*Sponsorship commitment and payment due before February 29th to receive full benefits.*



# 2024

## 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
- Recognition (signage and announcements) at the 2024 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
- Listed in Thank You Ad in Madison Courier



**AUTUMN WINDOW DECORATION CONTEST**  
October

### \$750 - Autumn Window Decoration Contest

- Listed as a Sponsor on the Madison Main Street Program's (MMSP) website.
- Recognition (signage and announcements) at the 2024 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 2024 Competition
- Listed in Thank You Ad in Madison Courier

**20  
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**THANK YOU!**

**CONTACT US**

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