



31st Annual

Madison Street Festival

First Saturday in October - Downtown Madison

October 1st, 2011

8am—4pm

www.madisonstreetfestival.org

SPONSORSHIP OPPORTUNITIES

Partnering with a Madison Tradition

The Madison Street Festival is held in historic downtown Madison, AL and in 2010, welcomed more than 15,000 attendees! With its mixture of arts and crafts, entertainment, children's activities and specialty venues, this annual event has become a local favorite.

The planning committee strives to keep the festival admission and activities free of charge. In appreciation and recognition of your support in this effort, your company will receive advertising opportunities, web exposure, on-site presence, community branding and more, all based on the level that you select.

Whether your objective is community giving, public relations, or a combination, we will work to develop a package that best meets your goals. Contact us today!

Friends Level: \$100

Recognition (name/logo) in program
Recognition (name/logo) on our website

Bronze Level: \$250

Friends Level Benefits plus -
Recognition (name/logo) on festival banner
Recognition (name/logo) on our website with embedded link

Silver Level: \$500

Bronze Level benefits plus -
Customized sign with Sponsored by "Company Logo" at venue of MSF
15x10 Booth space provided to maximize visibility at the event

Gold Level: \$1000

Silver Level Benefits plus -
Customized sign placed at an on-site venue of your choice (pre-arranged)
Half-page advertisement in our event program
10x10 Tent, 8 foot table, 2 chairs provided for your booth

Platinum Level: \$1500

Gold Level benefits plus -
Recognition (name/logo) on all TV & Radio Ads
Recognition (name/logo) on all printed media & materials
Full page advertisement in our event program

In-kind Donations:

We welcome support through in-kind donations of services and/or products. Sponsor benefits are determined by the donation's value.

Contact Gayle Milam to learn how you can help support this year's event. Email: president@madisonstreetfestival.org or call 888-228-5845

SPONSORSHIP OVERVIEW

MEDIA AND PUBLICITY

TELEVISION

- 30 second commercials on network and cable outlets
- More than 300 total commercials aired
- Live on-air interviews during noon news programs

RADIO

- Commercial Advertisement on five stations
- More than 150 commercials aired
- Live on-air PSAs
- Live on-air interviews

OUTDOOR

- Billboards in key areas throughout Madison County
- Banners at prime Madison locations

PRINT

- Print Ads in area newspapers and magazines
- Brochures
- Posters

INTERNET

- Interactive website
- Live links to sponsor websites
- Email blasts
- Social Networking via Facebook

PUBLIC RELATIONS TEAM

- Ensures coverage of festival from July through post-event

2010 MEDIA OUTLETS INCLUDED: WHNT-Channel 19, Knology, Lamar Advertising (billboards) WZYP, The WOLF, WVNN, WHRP, WTKI, The Huntsville Times, The Madison Weekly, Madison Record, The Madison Spirit, Valley Babies, over 20 internet tourism outlets, and more.

GETTING THE WORD OUT

Business/Friend Name: _____ Point of Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone Number: _____ Alternate Number: _____

Email: _____ Website: _____

<input type="checkbox"/> Platinum Level (\$1500)	<p>The special event that I would like to sponsor (top three choices*) are:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>* Contact the President for a list of available areas</p> <p>Total Enclosed: \$ _____</p> <p><i>(checks payable to Madison Street Festival)</i></p> <p>In-kind Description: _____</p> <p>Value: \$ _____</p>
<input type="checkbox"/> Gold Level (\$1000)	
<input type="checkbox"/> Silver Level (\$500)	
<input type="checkbox"/> Bronze Level (\$250)	
<input type="checkbox"/> Friend Level (\$100)	
<input type="checkbox"/> In-kind Donation	

*To take full advantage of the noted sponsorship benefits, this form (and payment) must be received by **July 15th, 2011.***

Return to: MSF—Sponsorship, Post Office Box 1037, Madison, AL 35758

Representative: _____ Title: _____ Date: _____

2011 Madison Street Festival Sponsor Form