



SPONSORSHIP GUIDE



Sugar Maple
MUSIC FESTIVAL

An annual family-friendly outdoor event with music, workshops, jams and more.

Support the festival while reaching a new audience!

The Sugar Maple Music Festival presents authentic roots music and interactive opportunities every summer in Madison, Wisconsin. This family-friendly festival draws nearly 2,000 people each year who listen, jam, dance, learn and celebrate a weekend of music. Each year, our diverse audience includes families with children, young professionals and seniors with disposable income. Reach these loyal fans through customizable sponsorship options suited specifically for your company.

WHAT THEY'RE SAYING...

"Clearly we believe that the Sugar Maple Festival is worthy of support, since we've sponsored it every year from the very beginning. The festival team puts strong, energetic effort into a stellar event with broad community appeal. We hope that our business has helped pave the way by having provided services to musicians, beginner to professional alike, for decades. We're happy to be associated with the festival's continued success."

– Spruce Tree Music

"Sugar Maple is a great music event. It attracts hundreds of local and regional music fans. It is an excellent opportunity that provides the Barrymore with significant branding and media visibility. Each year, the Sugar Maple team makes the festival experience a great one, for attendees, the community and sponsors."

– The Barrymore Theatre



Sugar Maple
MUSIC FESTIVAL

Exploring American Roots Music

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Why be a Sugar Maple sponsor?

- Festival sponsorship is a meaningful way to partner with this growing, family-friendly Madison tradition. Our festival sponsors receive recognition through a variety of marketing efforts that reach both the audience that attends the festival and the general public.
- An emphasis on audience engagement and participation sets the Sugar Maple Festival apart from other outdoor summer festivals. Music performances, play-along jams and close-up educational workshops are presented throughout the festival.
- We believe in building the next generation of musicians by supporting local non-profits, including those that make music lessons accessible to young people and by keeping attendance to kids under 17 free of charge.
- We hope to build long-term mutually beneficial partnerships with organizations looking to support a positive, educational, and cultural experience.
- **Please contact us to discuss the many partnership opportunities that would benefit your organization. We will work with you to find solutions that fit your needs.**

Sponsorship Levels

FOUR LAKES LEVEL

- \$5,000 cash donation / \$7,500 in-kind donation
- Company name and logo on year-round concert series material
- Company name and logo on festival marketing material
- Front page placement on website with link
- Social media mentions throughout the year
- Company banner displayed at the festival
- 12 weekend festival passes
- 2 tickets to each of our concert series
- Mention from the Sugar Maple stage
- Full page B&W ad in Sugar Maple program

The festival is presented by Four Lakes Traditional Music Collective (FLTMC), a 501(c)(3) not-for-profit organization.

YAHARA LEVEL

- \$3,000 cash donation / \$5,000 in-kind donation
- Company name and logo on festival marketing material
- Front page placement on website with link
- Social media mentions prior to festival
- Company banner displayed at the festival
- 8 weekend festival passes
- Mention from the Sugar Maple stage
- Full page B&W ad in Sugar Maple program

MENDOTA LEVEL

- \$1,500 cash donation / \$3,000 in-kind donation
- Placement on website with link
- Social media mentions prior to festival
- 4 weekend festival passes
- Mention from the Sugar Maple stage
- 1/2 page B&W ad in Sugar Maple program

MONONA LEVEL

- \$750 cash donation / \$1,500 in-kind donation
- Placement on website with link
- Social media mentions prior to festival
- 2 weekend festival passes
- 1/3 page B&W ad in Sugar Maple program

WAUBESA LEVEL

- \$300 cash donation / \$500 in-kind donation
- Placement on website with link
- 1/4 page B&W ad in Sugar Maple program

Ask us about other negotiable benefits for all levels, including in-kind benefits.

