



Taste of Madison 2009 will be held around Capitol Square in Madison, Wis. on Saturday, Sept. 5 and Sunday, Sept. 6. The annual food and music festival – now in its 27th year – is the flagship event of Madison Festivals, Inc. (MFI) and benefits United Cerebral Palsy of Dane County.

Held each year over Labor Day weekend, the event showcases more than 65 local restaurants, 20 beverage stands and four entertainment stages. The participating restaurants sell a vast variety of unique and tra-

Four music stages!
Over 150,000 attendees!
65 local restaurants!
Free admission!
Over \$500,000 raised for charity in the past decade!

ditional dishes to the estimated 150,000 attendees over the two-day period. There are hours and hours of live entertainment on four stages and admission is free and open to the public.

Mid-West Family Broadcasting, Madison Festivals, Inc.'s radio partner, books the entertainment on all four entertainment stages. In 2009 there will be five different formats: rock, country, R&B (Saturday), Latin (Sunday), and a community stage featuring a sampling of local entertainers.

beer and wine sellers. The funds earned have greatly assisted UCP to further their mission of enriching the quality of life for the families and individuals they serve. Their work has touched many lives in the greater Dane County area. They are able to help those in our community that are affected by Cerebral Palsy, autism, Down's syndrome and brain trauma.



Free live music all weekend long on four stages around the Capitol.

Everyone can feel good about supporting this great event because it benefits so many. United Cerebral Palsy (UCP) has been our charity of record and Taste of Madison helped them raise \$50,000 last year alone. UCP volunteers are the event's friendly soda, water,



UCP supplies over 700 volunteers. Tip money goes directly to UCP services.



Sponsorship

The relationship with our sponsors is very important to us. Because of this, we build event sponsorship packages to meet the strategies of the client. Depending on the level of commitment, sponsors names and logos can appear in the pre-event marketing – radio, television, print and marketing/public relations efforts – and throughout the venue with onsite signage. and the opportunity to interact with an estimated 150,000 guests. In past these exposure opportunities included:

- | Promotional mentions, mixture of recorded and live reads across all Mid-West Family Broadcasting radio stations.



Stage sponsorships are an effective way to reach a targeted audience.

- | Signage on a specified stage for two days.

- | Promotional mentions and announcements from the stages during the event.

- | Company logo on stage lineup banner.

- | Website logo and link on the designated radio station website, madison-festivals.com and tasteof

madison.com.

- | 10x10 booth space at Taste of Madison.

- | Ad in official Taste of Madison program (100,000 copies).

- | Name recognition in the official Taste of Madison program entertainment page.

- | Company logo on volunteer t-shirts.

- | Company logo in all print ads

- | Logo in any TV ads that are produced for the event.

- | Activation of sponsor-

ship through pre-event specials.

- | Contests and giveaways before and during the event.

- | Sponsoring various aspects of Taste of Madison, e.g. “Best of Taste” awards, recycling efforts, beverage cups, first aid, etc.

It is through sponsorship that this event is able to grow and benefit the community. Taste of Madison’s continued success has proven to be a fantastic way for companies to promote their products and services while making a positive, lasting impression and connection with residents and visitors.



Taste of Madison is regularly featured in the media - radio, TV, online and in print.



150,000 people enjoy great food from area restaurants and caterers.



is a
 madisonfestivals inc
event

"Fun for you. Good for Madison!"



Madison Festivals, Inc. is a non-profit 501c3 organization headed by a president and a volunteer board of directors. MFI produces and develops events in the greater Madison community such as Madison Marathon, Taste of Madison and Kids Expo. They are also a managing partner of The World's Largest Brat Fest. The events are designed to enhance the quality of life for residents, showcase the area to visitors, and provide assistance to local charitable organizations. For more visit www.madisonfestivals.com, call (608) 276-9797 or e-mail christine@madisonfestivals.com.