

April 2007



Madison's Central Business Improvement District (BID)

SPONSORSHIP OPPORTUNITY

Downtown Map Posters (2007)

Downtown Map Posters:

Reach appreciative State Street shoppers, visitors, restaurant and event patrons, downtown workers, students, and potential customers through sponsorship of large posters with maps of downtown Madison displayed 24/7 in kiosks on State Street and the Capitol Square.

The map posters display an enlarged version of the detailed walking map in the BID Downtown Map & Guide, which shows the Capitol Square, State Street, Library Mall, and surrounding area. These map posters are a favorite resource for both residents and visitors. Map Posters will be updated and reprinted for spring 2007.

Benefits: Company Logo (color) & Website on thirteen (13) total posters:

- **State Street:**

Five (5) large format full color 3' x 5' map posters in new large kiosks, including two kiosks where State Street meets the Capitol Square, one kiosk in front of the Overture Center, and two kiosks in the 300/400 blocks.

- **Capitol Square:**

Eight (8) 13" x 19" full color map posters displayed in all kiosks around the Capitol Square.

New maps posted each year in late May; sponsorship valid for one year.

Sponsorship rate: \$1,500

Contact: Mary Carbine, BID Executive Director, 443-1973, mcarbine@downtownmadison.org

Contributions or gifts to Madison's Central Business Improvement District (BID) are not tax deductible as charitable contributions; however, they may be tax deductible as ordinary and necessary business expenses.