



2024 Downtown Madison Community Partner Opportunities



Madison's Central Business
Improvement District



Is your organization passionate about downtown?

For the first time, Madison's Central Business Improvement District (BID) is offering Community Partnerships that help sustain our mission to increase the vitality and health of the District and its businesses. The BID boasts 65 retail stores, 165 food and drink locations, 144 service businesses, and 18 cultural institutions and entertainment venues.

Our mission is to create a vibrant and welcoming environment, and your support is essential to our downtown's success.

The BID's tax-deductible Community Partnerships offer flexible payments, options and benefits, ensuring that your support helps your organization accomplish its mission, too.

Thank you for your consideration!

Matt Tramel, Executive Director
Madison's Central Business Improvement District



The BID By-the-Numbers in 2023



67
public programs
and events



112
participating event
businesses
(brick and mortar)



153
participating
event vendors



6,857
Ambassador-to-
Business contacts



60,300
Downtown Map
& Guide copies
distributed



84,896
event attendees
(Placer.ai + hand count)



49
participating event partners
(i.e. non-profits, museums, city departments, UW Health)



26,398
public support interactions
(Visitor Center, Info Booth, event tables)

Put your brand in front of Madison's most dynamic and fastest growing community!

Unique shopping and culinary experiences, nightly live entertainment, seasonal events, festivals, renown art studios, museums, and cultural attractions — it all converges here in the Central Business Improvement District. From King Street, around Capitol Square, down State Street to Library Mall and the front steps of University of Wisconsin, the beating heart of downtown Madison is here to welcome everyone!

Downtown Madison Community Partners are recognized with brand exposure across Madison's most visible and dynamic audiences!

- **1,900+ subscribers** to weekly/monthly newsletters (opt-in)
- **25,000+ unique monthly page** views on BID website
- **46,000+ followers** on BID's Facebook and Instagram accounts
- **550,000+ monthly pedestrian impressions:** State St. Visitor Center/Info. Booth



Downtown Madison CHAMPION - \$15,000 ————— (Promotional Value: \$71,500)

- Your logo prominently displayed and linked on VisitDowntownMadison.com
- Your logo displayed and linked in weekly Downtown Madison emails to 800+ (opt-in) subscribers
- Your company highlighted in monthly social media posts promoting your leadership as a **Downtown Madison Champion**
- Inclusion on signage at these Downtown Madison BID events; Madison Night Market (5), Downtown Family Halloween, Shine On Madison, Lunchtime Live! and Lunar New Year
- Inclusion on signage at Downtown Madison Visitor Center located at 452 State Street
- Inclusion on signage at Downtown Madison Info. Booth (May-October)
- 10x10 display booth at (5) 2024 Madison Night Markets (optional)
- 10x10 display booth at 2024 Downtown Family Halloween (optional)

Downtown Madison INFLUENCER - \$10,000 ————— (Promotional Value: \$29,500)

- Your business highlighted in monthly posts on social media (@Downtown Madison) promoting your business as a **Downtown Madison Influencer**
- Inclusion on Partnership signage at these Downtown Madison BID events; Madison Night Market (5), Downtown Family Halloween, Shine On Madison, Lunchtime Live! and Lunar New Year
- Inclusion of one (1) 10 x 10 booth in all five (5) 2024 Madison Night Markets (optional)
- Inclusion of one (1) 10x10 booth at 2024 Downtown Family Halloween (optional)

Downtown Madison AMBASSADOR - \$5,000 ————— (Promotional Value \$20,500)

- Your business highlighted in quarterly posts on social media (@Downtown Madison) promoting your business as a **Downtown Madison Ambassador**
- Inclusion on Partnership signage at these Downtown Madison BID events; Madison Night Market (5), Downtown Family Halloween, Shine On Madison, Lunchtime Live! and Lunar New Year
- Inclusion of one (1) 10x10 booth at 2024 Downtown Family Halloween (optional)

Downtown Madison ALL EVENTS Sponsor - \$20,000

Your logo included on signage and in social posts for: 12 Lunchtime Live! concerts, 5 Madison Night Markets, Downtown Family Halloween, Shine On Madison, Lunar New Year 2025, BID Wine Walk, Cookie Walk and Cheese Walk events.

Madison's Central Business Improvement District

Located on an isthmus between two beautiful lakes and anchored by the Wisconsin State Capitol and the University of Wisconsin campus, Madison's unique shopping, dining, entertainment and business district is home to hundreds of shops, boutiques, galleries, restaurants, pubs and taverns, many locally-owned, plus museums and cultural destinations.

The BID works to market the district, create a welcoming downtown environment, and further community relations. The BID works as a liaison between District businesses and property owners, the City of Madison, and other downtown stakeholder groups including Downtown Madison, Inc. (DMI), the Greater State Street Business Association (GSSBA), the University of Wisconsin-Madison, the Downtown Coordinating Committee, Capitol Neighborhoods, downtown arts and cultural organizations and others.



visitdowntownmadison.com

