

MADISON'S CENTRAL BUSINESS
IMPROVEMENT DISTRICT PRESENTS

MADISON NIGHT MARKET

— 2025 —

MAY 8, JUNE 12, AUGUST 21, SEPTEMBER 18, OCTOBER 16

SPONSOR PROSPECTUS

MADISON NIGHT MARKET

BY THE NUMBERS

The Madison Night Market is a lively, open-air event that showcases the creativity and culture of downtown Madison. Held five times throughout the summer and fall, the Madison Night Market features local artists, vendors, and food carts, offering everything from handmade crafts to delicious street food. Live music and entertainment add to the festive atmosphere, drawing visitors of all ages to explore State Street and the surrounding area. With its vibrant energy and diverse offerings, the Madison Night Market is a beloved celebration of community and local talent that brings our beautiful downtown to life.

2024 BUSINESSES

42

DOWNTOWN DINING &
RETAIL BUSINESS
PARTICIPATION

2024 ATTENDANCE

90,200

VISITORS TO THE
MADISON NIGHT MARKET

2024 LOCAL VENDORS

218

LOCAL FOOD, CRAFT &
RETAIL VENDORS

MMOCA ROOFTOP EXPERIENCE

NEW! FOR 2025

Elevate your Madison Night Market experience with an exclusive rooftop party at the stunning Madison Museum of Contemporary Art (MMoCA). This one-of-a-kind event offers Rooftop sponsors unparalleled access to a private celebration featuring an open bar, delicious local cuisine, and breathtaking views overlooking the vibrant energy of State Street during the Madison Night Market. Perfect as a reward for valued employees or a memorable experience for VIP clients, customers, or partners, this intimate gathering combines premium hospitality with one of downtown Madison's most exciting events. Don't miss the chance to impress and connect in an unforgettable setting – secure your Rooftop sponsorship package today.



FAMILY ACTIVITY ZONE

NEW! FOR 2025

Introduce your brand to thousands of families by sponsoring the all-new Family Activity Zone at the 2025 Madison Night Market. Located on the Capitol Lawn where State Street meets Capitol Square, this exciting activation will feature hands-on activities designed to entertain and engage children and families. Each market night, two or more local community partners will host fun and educational experiences, from art projects and games to science experiments and physical challenges. As a sponsor, your business will receive prominent brand recognition throughout the market and across BID digital channels, showcasing your commitment to supporting family-friendly programming in downtown Madison.



WWW.MADISONNIGHTMARKET.COM



LIVE, LOCAL MUSIC

THE SOUNDTRACK OF THE MADISON NIGHT MARKET

Music is the heartbeat of the Madison Night Market, filling the streets with vibrant sounds that bring the event to life. Local street musicians perform throughout the market, creating an energetic and welcoming atmosphere, while two headlining acts take the stage at Lisa Link Peace Park each night, delivering live music that spans a variety of genres and appeals to diverse audiences. By becoming a Community Music Sponsor or Peace Park Main Stage Sponsor, your brand will be prominently featured throughout the market and on BID digital channels, aligning your business with the cultural vibrancy of downtown Madison. Don't miss this opportunity to connect with tens of thousands of attendees while supporting the talented musicians who make the Madison Night Market unforgettable.



WWW.MADISONNIGHTMARKET.COM

SUPPORTING LOCAL SMALL BUSINESSES

WE ♥ MADISON BUSINESSES

The Madison Night Market is a vibrant celebration that plays a key role in supporting Madison's small business community. In 2024, the market hosted 218 local food and craft vendors alongside 40+ participating downtown businesses, creating a powerful platform for local entrepreneurs to thrive. By sponsoring the Madison Night Market, your brand will be showcased as a champion of Madison's small businesses, helping to foster a thriving local economy. As Madison residents increasingly prioritize the Shop Local movement, your sponsorship will align your business with the heartbeat of downtown Madison, showing your commitment to the community's growth and success.



WWW.MADISONNIGHTMARKET.COM

NEW FOR 2025!

ROOFTOP EXPERIENCE

CALL FOR PRICING

Treat your VIP clients, top employees, or key partners to an exclusive rooftop experience overlooking the bustling Madison Night Market. As the sponsor, you'll provide your guests with premium hospitality, including an open bar, local cuisine, and unmatched views of the vibrant energy below. One sponsorship per market ensures your party exclusive access for the evening.

- 100+ tickets to the exclusive MMoCA rooftop experience
- 200x200 px Logo on MNM Webpage
- 8 Social Media Mentions
- Press Release Mention
- Logo on Rooftop event signage

FAMILY ACTIVITY ZONE

\$1,500/SEASON

Show your support for Madison's families by sponsoring the all-new Family Activity Zone at the Madison Night Market. Your sponsorship will provide engaging activities for children and families while giving your brand valuable visibility throughout the market.

- Logo on Family Activity Zone event signage
- 140x140 px Logo on MNM Webpage
- 5 social media mentions (1/market)

MADISON NIGHT MARKET SPONSORSHIPS



	Title Sponsor \$12,500	Peace Park Stage Sponsor \$5,000	MNM in Lights Sponsor \$2,500	Community Music Sponsor \$2,500
LOGO ON MNM WEBPAGE	340x340 px	200x200 px	140x140 px	140x140 px
SOCIAL MEDIA MENTIONS	20	8	4	4
PRESS RELEASE MENTION	✓	✗	✗	✗
LOGO ON 15 SIGNS THROUGHOUT EVENT	✓	✗	✗	✗
LOGO ON PEACE PARK SIGNAGE	✗	✓	✗	✗
LOGO ON SIGNAGE NEAR LIGHTS	✗	✗	✓	✗
LOGO ON SIGNAGE NEAR BUSKERS	✗	✗	✗	✓
BOOTH AT EVENT	10x10	✗	✗	✗