

MADISON'S CENTRAL BUSINESS
IMPROVEMENT DISTRICT PRESENTS

MADISON NIGHT MARKET

2026

MAY 14, JUNE 11, AUGUST 20, SEPTEMBER 17, OCTOBER 15

SPONSORSHIP OPPORTUNITIES

MADISON NIGHT MARKET

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.



BID BUSINESSES

50+

DOWNTOWN DINING & RETAIL BUSINESSES PARTICIPATED

2025 ATTENDANCE

129,000

VISITORS TO THE MADISON NIGHT MARKET

2025 LOCAL VENDORS

220+

LOCAL FOOD, CRAFT & RETAIL VENDORS

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 2025, the market hosted 220+ local food and craft vendors alongside 50+ 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

FAMILY FUN ZONE

Introduce your brand to thousands of families by sponsoring the Family Fun Zone at the 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

2026 MADISON NIGHT MARKET SPONSORSHIPS



	MNM Title Sponsor \$12,500	Street Eats Sponsor \$7,500	Night Vibes Sponsor \$5,000	Family Fun Zone Sponsor \$2,500
LOGO ON MNM WEBPAGE	340x340 px	200x200 px	140x140 px	140x140 px
SOCIAL MEDIA MENTIONS	20	10	6	4
PRESS RELEASE MENTION	✓	✓	✗	✗
LOGO ON 15 SIGNS THROUGHOUT EVENT	✓	✓	✗	✗
LOGO ON PEACE PARK SIGNAGE	✗	✗	✓	✗
LOGO NEAR MNM LIGHTED SIGN	✗	✓	✓	✗
LOGO ON SIGNAGE NEAR BUSKERS OR FAMILY ZONE	✗	✗	✓	✓
BOOTH AT EVENT	(2) 10x10	10x10/Foodtruck	10x10	10x10

