

# GREATER MADISON CONVENTION AND VISITORS BUREAU ANNUAL AWARDS & CELEBRATION



## CELEBRATE THE STARS OF OUR INDUSTRY

Each year, we celebrate the impact of the tourism industry as part of National Travel & Tourism Week. As part of that celebration, we recognize hospitality professionals for their work in making Greater Madison a memorable place to visit. The Spirit of Hospitality Awards were created as a way for our destination to recognize the best and the brightest, from chefs to CEOs, sales clerks to cab drivers, and every ambassador in-between!

As a sponsor, you'll help us host a networking happy hour, honor a new round of Spirit of Hospitality Award winners and be part of thanking and celebrating all who contribute to the success of our industry.

**We hope you'll join us!**

### SPONSORS FOR THIS EVENT WILL REACH:

- > Hospitality industry partners (accommodations, attractions, retail, restaurants)
- > Members of the corporate and business communities
- > Legislators and other key policy makers
- > Business innovators

SPONSORSHIP LEVELS	2016 INVESTMENT	NUMBER OF SPONSORS AT THIS LEVEL	BENEFITS
PRESENTING SPONSOR	\$5,000	1	<ul style="list-style-type: none"> <li>&gt; Exclusivity as Presenting Sponsor</li> <li>&gt; Speaking opportunity during program</li> <li>&gt; Inclusion in press release to trade publications</li> <li>&gt; Org logo on print invitation, program and signage</li> <li>&gt; Live logo on electronic invitations and website</li> <li>&gt; Recognition during program</li> <li>&gt; Recognition in organizational newsletters/publications</li> </ul>
AWARDS SPONSOR	\$2,500	1	<ul style="list-style-type: none"> <li>&gt; Org logo on print invitation, program and signage</li> <li>&gt; Live logo on electronic invitations and website</li> <li>&gt; Recognition in awards video</li> <li>&gt; Recognition during program</li> <li>&gt; Recognition in organizational newsletters/publications</li> </ul>
RECEPTION SPONSOR	\$2,500	1	<ul style="list-style-type: none"> <li>&gt; Org logo on print invitation, program and signage</li> <li>&gt; Live logo on electronic invitations and website</li> <li>&gt; Recognition during program</li> <li>&gt; Recognition in organizational newsletters/publications</li> </ul>
SUPPORTING SPONSOR	\$1,000	2	<ul style="list-style-type: none"> <li>&gt; Org name on print invitation, program and signage</li> <li>&gt; Org name on electronic invitations and website</li> <li>&gt; Recognition during program</li> </ul>

Contact **Kristin Wensing**,  
Director of Partnerships, at **608.441.3954**  
to discuss the sponsorship options best  
suited for your business.

615 E. WASHINGTON AVE.,  
MADISON, WI 53703  
608-255-2537 • VISITMADISON.COM  
PARTNERSHIP@VISITMADISON.COM

**MADISON**  
GOING > BEYOND > VISIT™  
GREATER MADISON CONVENTION & VISITORS BUREAU

# GREATER MADISON CONVENTION AND VISITORS BUREAU INDUSTRY EDUCATION EVENT SPONSORSHIP



## BE A LEADER IN LEARNING

If education and professional growth is important to your brand proposition, reach like-minded partners and potential clients by becoming a sponsor of the Greater Madison Convention & Visitors Bureau's Partner Educational Events. Four times each year, we bring together hospitality partners for sessions that include networking and industry education. Topics have ranged from tourism research and topical trends to marketing and social media—and more!

As a sponsor, you'll help us host your partner peers at a variety of local venues conducive to networking and engaging educational topics.

**We hope you'll join us!**

### SPONSORS FOR THIS EVENT WILL REACH:

- > Accommodations partners (Hotels, B&Bs, Extended Stay and more)
- > Attractions partners from throughout Greater Madison
- > Retail partners ranging from local boutiques to national brands
- > Restaurant partners and food collectives
- > Other services and community-minded business partners

SPONSORSHIP LEVELS	2016 INVESTMENT	NUMBER OF SPONSORS AT THIS LEVEL	BENEFITS
SERIES SPONSOR	\$5,000	1	<ul style="list-style-type: none"> <li>&gt; Exclusivity as Presenting Sponsor</li> <li>&gt; Speaking opportunity during program</li> <li>&gt; Inclusion in press release to trade publications</li> <li>&gt; Org logo on print invitation, program and signage</li> <li>&gt; Live logo on electronic invitations and website</li> <li>&gt; Recognition during each event</li> <li>&gt; Recognition in Partner newsletters</li> <li>&gt; Display opportunity at events</li> </ul>
EVENT SPONSOR	\$1,250	4	<ul style="list-style-type: none"> <li>&gt; Speaking opportunity during one sponsored event</li> <li>&gt; Org name on print invitation, sponsored event agenda and signage</li> <li>&gt; Org name on electronic invitations and website</li> <li>&gt; Recognition during sponsored event</li> <li>&gt; Recognition in Partner newsletters</li> <li>&gt; Display opportunity at sponsored event</li> </ul>

Contact **Kristin Wensing**, Director of Partnerships, at **608.441.3954** to discuss the sponsorship options best suited for your business.

615 E. WASHINGTON AVE.,  
MADISON, WI 53703  
608-255-2537 • VISITMADISON.COM  
PARTNERSHIP@VISITMADISON.COM

**MADISON**  
GOING > BEYOND > VISIT™  
GREATER MADISON CONVENTION & VISITORS BUREAU

# GREATER MADISON CONVENTION AND VISITORS BUREAU INDUSTRY UPDATE EVENT



## BUILD OUR DESTINATION— AND YOUR BRAND

Position your company as a leader in building a stronger destination by becoming a sponsor of the Greater Madison Convention & Visitors Bureau's Industry Update event. We'll reveal the results from our Destination Visioning study, which will inform collaborative community efforts in product development, destination marketing and more.

As a sponsor, you'll help us host a breakfast designed to include and inspire the visionary thinkers in our midst. Our industry is strong, and our key partners and stakeholders in attendance will be among the first to know about next steps that will make Madison a premiere destination for visitors and locals.

**We hope you'll join us!**

### SPONSORS FOR THIS EVENT WILL REACH:

- > Members of the corporate and business communities
- > Hospitality industry partners (accommodations, attractions, retail, restaurants)
- > Legislators and other key policy makers
- > Business innovators

SPONSORSHIP LEVELS	2016 INVESTMENT	NUMBER OF SPONSORS AT THIS LEVEL	BENEFITS
PRESENTING SPONSOR	\$5,000	1	<ul style="list-style-type: none"> <li>&gt; Exclusivity as Presenting Sponsor</li> <li>&gt; Speaking opportunity during program</li> <li>&gt; Inclusion in press release to trade publications</li> <li>&gt; Org logo on print invitation, program and signage</li> <li>&gt; Live logo on electronic invitations and website</li> <li>&gt; Recognition during program</li> <li>&gt; Recognition in organizational newsletters/publications</li> </ul>
BREAKFAST SPONSOR	\$2,500	2	<ul style="list-style-type: none"> <li>&gt; Org logo on print invitation, program and signage</li> <li>&gt; Live logo on electronic invitations and website</li> <li>&gt; Recognition in awards video</li> <li>&gt; Recognition during program</li> <li>&gt; Recognition in organizational newsletters/publications</li> </ul>
SUPPORTING SPONSOR	\$1,000	2	<ul style="list-style-type: none"> <li>&gt; Org name on print invitation, program and signage</li> <li>&gt; Org name on electronic invitations and website</li> <li>&gt; Recognition during program</li> </ul>

Contact **Kristin Wensing**, Director of Partnerships, at **608.441.3954** to discuss the sponsorship options best suited for your business.

615 E. WASHINGTON AVE.,  
MADISON, WI 53703  
608-255-2537 • VISITMADISON.COM  
PARTNERSHIP@VISITMADISON.COM

**MADISON**  
GOING > BEYOND > VISIT™  
GREATER MADISON CONVENTION & VISITORS BUREAU

# GREATER MADISON CONVENTION AND VISITORS BUREAU PREMIER INVESTOR EVENT SPONSORSHIP



## POSITION YOUR COMPANY IN THE CORPORATE COMMUNITY

Help us thank and recognize influential businesses committed to supporting the tourism industry by becoming a sponsor of the Greater Madison Convention & Visitors Bureau's Premier Investor event. This annual event recognizes our most generous investors and celebrates the economic impact that visitors bring to our local community.

As a sponsor, you'll help us host this intimate group of influential professionals for a networking reception followed by an interactive session that gives insights into our strategies for continued growth.

**We hope you'll join us!**

### SPONSORS FOR THIS EVENT WILL REACH:

- > Members of the corporate and business communities
- > Hospitality industry partners (accommodations, attractions, retail, restaurants)
- > Key stakeholders including GMCVB board and committee members

SPONSORSHIP LEVELS	2016 INVESTMENT	NUMBER OF SPONSORS AT THIS LEVEL	BENEFITS
PRESENTING SPONSOR	\$3,000	1	<ul style="list-style-type: none"> <li>&gt; Exclusivity as Presenting Sponsor</li> <li>&gt; Speaking opportunity during event</li> <li>&gt; Org logo on print invitation, event program and signage</li> <li>&gt; Live logo on electronic invitations and website</li> <li>&gt; Recognition during event</li> <li>&gt; Recognition in organizational newsletters</li> </ul>
SUPPORTING SPONSOR	\$1,500	2	<ul style="list-style-type: none"> <li>&gt; Org name on print invitation, sponsored event agenda and signage</li> <li>&gt; Org name on electronic invitations and website</li> <li>&gt; Recognition during event</li> <li>&gt; Recognition in organizational newsletters</li> </ul>

Contact **Kristin Wensing**, Director of Partnerships, at **608.441.3954** to discuss the sponsorship options best suited for your business.

615 E. WASHINGTON AVE.,  
MADISON, WI 53703  
608-255-2537 • VISITMADISON.COM  
PARTNERSHIP@VISITMADISON.COM

**MADISON**  
GOING > BEYOND > VISIT™  
GREATER MADISON CONVENTION & VISITORS BUREAU