



# CONCERTS ON THE ROOFTOP

**2016**

**MONONA TERRACE®**  
SPONSORSHIP OPPORTUNITIES



## CONCERTS ON THE ROOFTOP

For nearly two decades, the summer concert series on the Monona Terrace rooftop has provided an opportunity for thousands of music and dance lovers to enjoy the local sights, sounds and flavors of downtown Madison at a venue unmatched by any other... the magnificent, Frank Lloyd Wright-inspired, William T. Evjue rooftop gardens on Lake Monona. This series has been provided free of charge to all attendees, thanks to the support of generous sponsors, and is open to all members of the Madison community and beyond, providing an affordable experience for the whole family. Due to growing demand, we have approached or reached rooftop capacity of 3,000 at many events.

Capitalizing on the popularity of our past concert successes, in 2016 we plan to continue the tradition with a family friendly music series showcasing regional and local acts that will draw thousands of community members to the Monona Terrace Rooftop.

### Program Highlights:

- Six-concert series on the Monona Terrace Rooftop featuring music by regional bands and local favorites that serve approximately 15,000 people per year.
- Rain back-up in the Monona Terrace Exhibition Hall (based on space availability).
- Saturday June 4, Thursday June 18, 30 and July 7, 14, 21; event begins at 6 p.m.
- Music 7-9 p.m.
- The concerts are sponsor supported and open at no charge to the public.
- Doors, along with food and drink outlets, open at 6pm. Patrons are allowed to bring carry-in food (no alcohol).

### Project Purpose

Concerts on the Rooftop provide an opportunity for people of all backgrounds to enjoy high quality musical events at Monona Terrace at no cost to the patron. The series allows for community engagement and enhancement, making our community a better place to live and work.

# THE MONONA TERRACE BRAND

## OUR MISSION

“To deliver an exceptional and inspirational experience.”

- Outstanding reputation in Madison and the Midwest region
- 100% of clients surveyed indicated a willingness to return and recommend
- History of giving back to the community through free programs that serve 50,000 people every year
- A green leader – first LEED-EB silver certified convention center in the US
- Frank Lloyd Wright heritage and legacy

## OUR VISION

To be a globally recognized facility of distinction offering endless possibilities and extraordinary service

## MONONA TERRACE GUIDING PRINCIPLES

### Customer Service

*We meet our guests' needs by delivering what we promise and exceeding expressed and unexpressed expectations.*

### Honesty and Integrity

*We maintain a culture that values honesty and integrity.*

### Stewardship

*We take pride in ownership by being fiscally and environmentally responsible.*

### Collaboration

*We promote cooperative working relationships by valuing all stakeholders.*

*“The staff at Monona Terrace is amazing. They consistently take care of every need in a professional, efficient manner and are pro-active and incredibly helpful. The space is beautiful, inviting and impeccably maintained. The Monona Terrace makes me look good every year.”*

— Jeanne C., Wisconsin Cheese Originals Festival

*“...What was more impressive, though, was the caliber of character in the amazing staff at the Monona Terrace. Every single person we interacted with had an unbridled enthusiasm, professionalism and positive attitude. Anyone who visits the Monona Terrace or hosts a meeting there can tell immediately that there is a spirit to the place and in its people, and we could not have picked a better facility to host our event in.”*

— Cynthia M., National Wildlife and Refuge Service

*“...I love the way Monona Terrace is offering a large variety of free community oriented events for to “stretch” body, mind and soul for all.”*

— Mary D., Sun Prairie

# MONONA TERRACE

## BOARD OF DIRECTORS

Glenn Krieg,  
Chair

Morgan Murphy Media – Chief Financial Officer

M. Alice O'Connor,  
Vice Chair

Constituency Services, Inc. – Lobbyist

Judith Karofsky,  
Secretary

Real Estate Insites, LLC – Consultant

Mark Clarke

Alliant Energy Center of Dane County – Director

Chet Gerlach

Lobbyist/Consultant

Ricardo Gonzalez

Cardinal Bar – Owner

Jane Richardson

Former Aide to City of Madison Mayor – Retired

Mark Richardson

Unfinished Business Consulting – Owner

Jim Ring

Parke Towne Development Corp – CEO

Sue Sabatke, CMP

IDDBA – Meetings Director

Thomas Solheim

Stafford Rosenbaum LLP – Attorney

Shelia Stubbs

County Supervisor

Mike Verveer

City of Madison – Alderperson

Tom Ziarnik

Double Tree Hotel – General Manager



# SPONSOR BENEFITS

## Platinum Level (\$5,000)

- Gold Level benefits, plus
- Stage and onsite banners
- Product presentation opportunities at each event
- Sponsor promotions, giveaways from the stage
- Paid social media ads/tags
- Large Logo on t-shirt

## Gold Level (\$3,000)

- Verbal thank you from stage at each concert
- Reserved tables for guests at events
- Social media opportunities on Facebook, Twitter, Instagram and Vine
- Logo on Monona Terrace website
- Logo in e-flyer for each concert (4,350 per concert)
- Logo on signage at event
- Listing in press release sent to all media for each concert
- Logo on series poster (1,000)
- Logo on paid ads and inserts
- Small Logo on t-shirt

## Silver Level (\$1,500)

- Listing on Monona Terrace website
- Listing in e-flyer (4,350 per concert)
- Listing on signage at event
- Listing in press release sent to all media for each concert
- Listing in series poster (1,000)
- Listing on t-shirt

# YOUR COMMITMENT



## CONCERTS ON THE ROOFTOP 2016

Sponsor Name:

Festiva Foods

Contact Name:

Brian Stenzel

Address:

1702 Lawrence Dr.

De Pere, WI 54115

Phone:

920-964-3400

Email:

bstenzel@festfoods.com

Sponsor level/amount: \$5000 - Platinum Level

Method of Payment: check - please send invoice

*Please make checks payable to Monona Terrace*

Please mail or fax this form to:

Fran Puleo, Community Relations Manager

Monona Terrace

One John Nolen Drive

Madison, WI 53703

Phone: 608.261.4011

Fax: 608.261.4049

