

CONCERTS ON THE ROOFTOP



MONONA TERRACE®
SPONSORSHIP
OPPORTUNITIES
2015



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 garden 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.

Capitalizing on the popularity of our past concert successes, in 2015 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.
- Thursdays and Fridays, June 4, 19, 26 and July 9, 16, 23; event begins at 6 p.m.
- DJ at 6 p.m. Band at 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).
- Band lineup: Madison County, The Jimmys, The Boogie Men, ABBA Salute, Start Making Sense (Talking Heads Tribute)
- One additional ticketed national act is also being added to the line up

Project Purpose

The Concerts on the Rooftop series at Monona Terrace serves to reach out to the Madison community by drawing thousands of people each week to the downtown area, spurring spending in area restaurants, bars and parking ramps. The series provides high quality entertainment in a beautiful venue all at no cost to the patron.

THE ORGANIZATION

The Mission: Monona Terrace

To deliver an exceptional and inspirational experience.

The Mission: Community Relations Department

To invite people from the Madison community and beyond to discover and enjoy Frank Lloyd Wright's Monona Terrace as their community gathering place, and to serve as a "must see" for tourists visiting Madison. We proudly provide high quality, free or low cost programs that enrich, educate and entertain a diverse audience.



Community Outreach

Annually, we proudly produce and sponsor a wide array of free or low cost events, workshops and tours, serving approximately 50,000 people each and every year.

"That was one of the motivating factors for my gift (Overture) - not only to provide venues for these wonderful arts organizations that we have, but also to stimulate and get more people downtown... It was Monona Terrace and the Capitol and with the completion of Overture, I think it has had a huge impact on the downtown in a very positive way." – Jerry Frautschi, noted philanthropist and fourth generation Madisonian

MONONA TERRACE

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WHY SPONSOR

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

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

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)

YOUR COMMITMENT



CONCERTS ON THE ROOFTOP 2015

Sponsor Name:

Address:

Contact Name:

Phone:

Email:

Sponsor level/amount:

Method of Payment:

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

