



We All Win When You  
Think Local First

danebuylocal.com



education. collaboration. promotion.

# Sponsorship Opportunities 2023



## About Dane Buy Local

It is our mission to **collaborate** with other like-minded organizations to achieve our vision, to **educate** the public and our members on the benefits of buying local, and to **promote** our members and their products and services to the community.

Locally-owned, independent businesses in Dane County and the six surrounding county areas are eligible to join. Today we have over 600 members and are proud Dane Buy Local is one of the largest city or county-wide Buy Local initiatives in the nation. Driving business to our members is our main goal.

## About Sponsorships

A variety of sponsorships are available to Dane Buy Local members to give them additional exposure to other members and/or to the community at large. Some sponsorships are also available to non-members. All sponsorships can be adjusted to fit the needs of our supporters.





## The Morning Breakfast

Our popular Morning Breakfast events return for 2023. The event affording Dane Buy Local members the opportunity to network with other local business members, learn valuable information, keep up to date on DBL projects, and develop skills to improve their businesses. Experts from a variety of fields present program at each Breakfast

**The Morning Breakfast events are presented free of charge to DBL members, both in person and virtually.**

Location: Dane County Humane Society

Dates: Jan 10, March 14, May 9, Sept 12, Nov 14

Time: 8:00 - 9:15 a.m.

### Presenting Sponsor Benefits

**\$995**

Naming rights: Dane Buy Local's Breakfast presented by (your business name)

- Your logo included on the PowerPoint material at the start and end of the program
  - Logo on event page of the DBL website with a live link to your website
  - Logo on all e-promotion invites for event
  - Acknowledgement of your support at the beginning of each session
  - Opportunity to speak at the start of the session (5 minutes on the agenda)
  - One session on DBL's radio show: Let's Get Local to promote your business
  - Acknowledgement in Dane Buy Local social media channels
  - Opportunity for a literature table at the event
  - Opportunity for a member of your staff to sit on the DBL Education Committee
  - Opportunity for your employees to attend any of the sessions
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## Shop Local Tour 2023

A series of 10 tours of local businesses around Madison.

Sun, Feb 12	Gal-en-tine
Wed, Mar 22	FOOD
Fri, May 5	Gallery Night
Thu, May 25	Black History Month
Tues, June 20	Pride Month
Thu, July 20	DT Madison
Tue, Aug 22	University Ave/Hilldale
Wed, Sep 20	Latino & Hmong Businesses
Tue, Oct 17	Atwood/Willy St
Thu, Nov 16	Holiday Shopping

### Presenting Sponsor Benefits (1 available) \$2500

- Name of the event will be promoted as Dane Buy Local Shop Local Tour presented by (Your company)
  - One representative from your business on each tour
  - Include an item in the SWAG Bag from your company (value up to \$5)
  - Leaderboard advertising on the Dane Buy Local Coffee Fest web page, through December 2023
  - Logo in all print media
  - Acknowledgment in Dane Buy Local social media channels
  - Live logo on all Dane Buy Local e-promotions and ticket page web site for the campaign
  - Acknowledgment of sponsorship during tour
  - 8 tickets for the event
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**Ticket Sponsor (1 available) \$1000**

- Live logo on the tour event page, e-promotions for the event, e-invitations, and ticket website
- Include an item in the SWAG Bag from your company (value up to \$5)
- Recognition on all tours
- Banner ad on DBL website through March 2023
- Acknowledgement on Dane Buy Local social media channels
- Four tickets for the tour

**Program Sponsor (1 available) \$1000**

- Business name and logo included on the program
- Include an item in the SWAG Bag from your company (value up to \$5)
- Recognition on all tours
- Banner ad on DBL website through March 2023
- Acknowledgement on Dane Buy Local social media channels
- Four tickets for the tour

**SWAG Bag Sponsor (1 available) \$1000**

- Business name on SWAG Bag as sponsor
- Include an item in the SWAG Bag from your company (value up to \$5)
- Recognition on all tours
- Banner ad on DBL website through March 2023
- Acknowledgement on Dane Buy Local social media channels
- Four tickets for the tour

**Media Sponsor**

- 50/50 cash/trade
  - Include an item in the SWAG Bag from your company (value up to \$5)
  - Recognition on all tours
  - Two tickets for the tour
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### **Sponsor a Tour Benefits (10 available) \$ 295**

- Business logo on all promotional materials
- Include an item in the SWAG Bag from your company (value up to \$5)
- Recognition on all tours
- Two tickets for the tour

### **Friendly Sponsor Benefits \$ 295**

- Business logo on all promotional materials
- Include an item in the SWAG Bag from your company (value up to \$5)
- Recognition on all tours
- Two tickets for the tour

### **Business Participation \$50**

- Included as a location stop for one tour
- Recognition on all tours
- Supporting materials to use in your business
- Grants available for participation to business in need

### **SWAG Bag \$ 25**

- Include an item in the SWAG Bag from your company (value up to \$5)

### **Tickets**

**Single \$40**  
**3 tour pack \$99**

- Includes Transportation | SWAG Bag | Program | Samples and special offers from exhibitors | End of tour meal
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## DBL Lunch & Learn



Our popular Lunch n Learn's continues with these mid-day seminars affording Dane Buy Local members the opportunity to learn valuable information and develop skills to improve their business. Experts from a variety of fields present programs held over the lunch hour.

**The Lunch & Learn programs are presented free of charge to DBL members.**

Location: Various in the Madison Area

Dates: As scheduled

Time: 11:30 a.m. - 1:00 p.m.

### Presenting Sponsor Benefits

**\$1500**

- Naming rights: Dane Buy Local's Lunch & Learn presented by your name
  - Welcome banner at the event with your name and logo included
  - Your logo included on the PowerPoint material at the start and end of the program
  - Logo on event page of the DBL website with a live link to your website
  - Logo on all e-promotion invites for event with a live link to your website
  - Acknowledgement of your support at the beginning of each session
  - Opportunity to speak at the start of the session
  - One session on DBL's radio show: Let's Get Local to promote your business
  - Acknowledgement in Dane Buy Local social media channels
  - Opportunity for a literature table at the event
  - Leaderboard ad on Dane Buy Local website for calendar year 2023
  - Opportunity for a member of your staff to sit on the DBL Education Committee
  - Opportunity for your employees to attend any of the sessions
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## Dane Buy Local Celebrates Pie Day — March 14, 2023

Join Dane Buy Local celebrate Pi Day with a tasty pie from one of our DBL Members. You can join the fun.

We will collect orders from the public. Pie orders can be picked up or delivered on March 14, 2023

### Presenting Sponsor (one available)      \$ 500

- Naming rights as the Presenting Sponsor of Dane Buy Local Pie Day
- Live logo on the online order page with a link to your website
- Free delivery of all pies ordered by your staff on March 14, to your office
- Promotion as Presenting sponsor in Dane Buy Local *Buzz* (member) e-newsletter
- Promotion as Presenting sponsor in Dane Buy Local social media channels and March Breakfast event
- Ad in the Dane Buy Local *Local Lifestyle* (consumer) e-newsletter prior to the auction – 4,100+ subscribers
- Opportunity to include a flyer with each delivered pie (upto 8.5” x 11”)







## DANE BUY LOCAL ONLINE AUCTION

## Dane Buy Local Online Auction

Dane Buy Local members generously donate products and/or services for online auctions that have been successfully mounted in the past. An average of 6,800 page views were recorded during the the past two auctions. We anticipate a similar or larger number of views during upcoming auctions.

Dates of Auction: May 11-17 and  
November 30 - December 6, 2023

### Electronic Sponsor

**\$ 500/each or \$750/both events**

- Naming rights as the Presenting Sponsor of the Online Auction
  - Live logo on the online auction site (hosted by 32Auctions.com, a local business) with a link to your website
  - No outside advertising on the auction site
  - Promotion as auction sponsor in Dane Buy Local *Buzz* (member) e-newsletter – 1,500+ subscribers
  - Promotion as auction sponsor in Dane Buy Local social media channels
  - Ad in the Dane Buy Local *Local Lifestyle* (consumer) e-newsletter prior to the auction – 4,100+ subscribers
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## Coffee Fest 2023



Coffee in the morning. Coffee at night. Anytime is a good time for Coffee. Something local in every cup. Coffee Fest brings together all of your Madison favorites for the ultimate café experience for your home or office! Fill your cup with something local and enjoy a break with friends. Coffee Fest goes LIVE and in person for 2023. Join the fun. Each participant will receive a SWAG bag featuring local businesses

Location: Lexus of Madison

Date: February 21, 2023

Time: 7:00-10:00 a.m.

### Presenting Sponsor Benefits \$1500 SOLD - EZ Office Products

- Name of the event will be promoted as Dane Buy Local Coffee Fest presented by (Your company)
- Business logo on signage at the event
- One Booth Space at the event
- Include an item in the SWAG Bag from your company (value up to \$5)
- Leaderboard advertising on the Dane Buy Local Coffee Fest web page, through December 2023
- Logo in all print media
- Acknowledgment in Dane Buy Local social media channels
- Live logo on all Dane Buy Local e-promotions and ticket page web site for the campaign
- Acknowledgment at Dane Buy Local member breakfast prior to the campaign
- 8 tickets for the event

### Mindful Morning Sponsor

**\$750**

- Leaderboard advertising on the Dane Buy Local Coffee Fest web page, through December 2023
  - Business logo on signage at the event
  - Live logo on all Dane Buy Local e-promotions and ticket page web site for the campaign
  - One Booth Space at the event
  - Include an item in the SWAG Bag from your company (value up to \$5)
  - 4 tickets for the event
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## SWAG Bag Sponsor

**\$ 500**

- Business name on SWAG Bag as sponsor
- One Booth Space at the event
- Live logo on all Dane Buy Local e-promotions and ticket page web site for the campaign
- Include an item in the SWAG Bag from your company (value up to \$5)
- 4 tickets for the event

## Friendly Sponsor Benefits

**\$ 295**

- Business logo on signage at the event
- One Booth Space at the event
- Live logo on all Dane Buy Local e-promotions and ticket page web site for the campaign
- Include an item in the SWAG Bag from your company (value up to \$5)
- 2 tickets for the event

## Booth Space

**\$ 25**

- One Booth Space at the event
- 2 tickets for the event

## SWAG Bag

**\$ 25**

- Include an item in the SWAG Bag from your company (value upto \$5)
- 2 tickets for the event

## Tickets

**Single \$ 15**

**3 pack \$35**

**10 pack \$75**

- Includes SWAG Bag | Coffee Mug | Samples from exhibitors | Participation in all Mindful Classes
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# eat LOCAL GIVE local

## Eat Local, Give Local

Supporting local businesses is as simple as eating out!. Stop in for a bite to eat at a participating restaurant and you'll support the business and also Dane Buy Local. 10 percent of your bill will be donated as part of its annual Eat Local, Give Local day.

Breakfast, Lunch, Dinner, Snack, or Late Night. We've got you covered

Locations: All over Dane County

Date: August 10, 2023

### Presenting Sponsor Benefits (one available)

**\$2500**

- Name of the event will be promoted as Dane Buy Local Eat Local, Give Local presented by *your business name*
- Leaderboard ad with a live link, on Dane Buy Local Eat Local, Give Local event page for 12 months
- Live logo on all Dane Buy Local e-promotions for the event and e-invitations
- Logo in all print media including window posters, table tents and menu cards at participating restaurants
- Acknowledgement on Dane Buy Local social media channels
- Logo with live link on Dane Buy Local Eat Local, Give Local event page
- Right of first refusal as Presenting Sponsor for Eat Local, Give Local in 2024

## **Supporting Sponsor Benefits**

**\$1500**

- Leaderboard ad with a live link, on Dane Buy Local Eat Local, Give Local event page for 6 months
- Live logo on all Dane Buy Local e-promotions for the event and e-invitations
- Logo in all print media including window posters, table tents and menu cards at participating restaurants
- Acknowledgement on Dane Buy Local social media channels
- Logo with live link on Dane Buy Local Eat Local, Give Local event page

## **Contributing Sponsor Benefits**

**\$1000**

- Leaderboard ad with a live link, on Dane Buy Local Eat Local, Give Local event page for 3 months
- Logo in all print media including window posters, table tents and menu cards at participating restaurants
- Logo with live link on Dane Buy Local Eat Local, Give Local event page
- Acknowledgement on Dane Buy Local social media channels
- Logo with live link on Dane Buy Local Eat Local, Give Local event page

## **Patron Sponsor Benefits**

**\$ 500**

- Leaderboard ad with a live link, on Dane Buy Local Eat Local, Give Local event page for 1 month
- Business logo in all printed signage at participating businesses
- Acknowledgement on Dane Buy Local social media channels
- Logo with live link on Dane Buy Local Eat Local, Give Local event page

## **Friendly Sponsor Benefits**

**\$ 250**

- Business name in all printed signage at participating businesses
- Acknowledgement on Dane Buy Local social media channels
- Logo with live link on Dane Buy Local Eat Local, Give Local event page



## The Biz Awards

Now, our seventh year, Dane Buy Local members will be recognized for inspiration, involvement, achievement, and leadership in their neighborhoods, their communities, and Dane Buy Local. Winners will be announced the night of the event.

The evening will begin with a cocktail hour featuring delicious, seasonal hors d'oeuvres, drink tickets, and other fund activities. The awards program follows. In addition, guests will be invited for an “after party” reception at the venue including desserts, music, and networking.

Location: Holy Wisdom Monastery

Date: October 11, 2023

Time: 4:30-9:00 p.m.

### Presenting Sponsor (Exclusive)      \$2900

- Name of the event will be promoted as The Dane Buy Local Business Awards presented by *your business name with business logo*
  - Banner at event identifying your business at the Presenting Sponsor with logo
  - Live logo on Dane Buy Local “Local Biz Awards” event page, e-promotions for the event, e-invitations, and ticket website
  - Opportunity to speak (3-5 minutes) at the event
  - Opportunity to present awards at the event
  - One position on the Selection Committee
  - Opportunity to display promotional signage and distribute literature at the event
  - Banner ad on DBL website through March 2023
  - Acknowledgement on Dane Buy Local social media channels
  - Eight tickets for the event
  - Right of first refusal as Presenting Sponsor for 2023 event (decision by January 1, 2023)
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### **Supporting Sponsor (3 available) \$1000**

- Live logo on Dane Buy Local “Local Biz Awards” event page
- Present award in specific category at the event
- Banner ad on DBL website through March 2021
- Presentation on stage at beginning of the program
- 1 position on the awards committee
- Acknowledgement on Dane Buy Local social media channels
- Two tickets for the event

### **Stage Sponsor (1 available) \$1000**

- Live logo on Dane Buy Local “Local Biz Awards” event page, e-promotions for the event, e-invitations, and ticket website
- Sign at the event as the sponsor
- Recognition at the event
- One position on the Selection Committee
- Banner ad on DBL website through March 2021
- Acknowledgement on Dane Buy Local social media channels
- Four tickets for the event

### **Ticket Sponsor (1 available) \$1000**

Live logo on Dane Buy Local “Local Biz Awards” event page, e-promotions for the event, e-invitations, and ticket website

- Sign at the event as the sponsor
- Recognition at the event
- One position on the Selection Committee
- Banner ad on DBL website through March 2021
- Acknowledgement on Dane Buy Local social media channels
- Four tickets for the event

### **Welcome Bag Sponsor (1 available) \$1000**

- Live logo on Dane Buy Local “Local Biz Awards” event page, e-promotions for the event, e-invitations, and ticket website
- Sign at the event as the sponsor
- Recognition at the event
- One position on the Selection Committee
- Banner ad on DBL website through March 2021
- Acknowledgement on Dane Buy Local social media channels
- Four tickets for the event

### **After Party Sponsor \$750**

- Live logo on Dane Buy Local “Local Biz Awards” event page
- Present award in specific category at the event
- Banner ad on DBL website through March 2021
- Acknowledgement on Dane Buy Local social media channels
- Two tickets for the event

### **Award Category Sponsor (10 available) \$500**

- Live logo on Dane Buy Local “Local Biz Awards” event page
  - Present award in specific category at the event
  - Banner ad on DBL website through March 2021
  - Acknowledgement on Dane Buy Local social media channels
  - Two tickets for the event
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**Wine Pull Sponsor \$500**

- Live logo on Dane Buy Local “Local Biz Awards” event page
- Recognition at the event
- Banner ad on DBL website through March 2021
- Acknowledgement on Dane Buy Local social media channels
- Two tickets for the event

**Bar Sponsor \$500**

- Live logo on Dane Buy Local “Local Biz Awards” event page
- Recognition at the event
- Banner ad on DBL website through March 2021
- Acknowledgement on Dane Buy Local social media channels
- Two tickets for the event

**Artists Area Sponsor (1 available) \$500**

- Live logo on Dane Buy Local “Local Biz Awards” event page
- Recognition at the event
- Banner ad on DBL website through March 2021
- Acknowledgement on Dane Buy Local social media channels
- Two tickets for the event

**50/50 Drawing with Heads & Tails Sponsor (1 available) \$295**

- Live logo on Dane Buy Local “Local Biz Awards” event page
  - Recognition at the event
  - Banner ad on DBL website through March 2021
  - Acknowledgement on Dane Buy Local social media channels
  - Two tickets for the event
-

### **Friendly Sponsor**

**\$295**

- Live logo on Dane Buy Local “Local Biz Awards” event page, e-promotions for the event, e-invitations, and ticket website
- Banner at event identifying your business at the Friendly Sponsor with logo
- Opportunity to display promotional signage and distribute literature at the event
- Acknowledgement on Dane Buy Local social media channels
- Two tickets for the event

### **Welcome Bag**

**\$25 each**

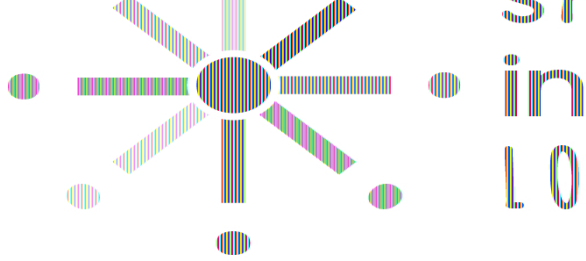
Include a valuable item in bag for each attendee

### **Tickets**

**Single \$39**

**2 pack \$69**

**4 pack \$119**



## Shop Indie Local

**November 1 - December 31, 2023**

Dane Buy Local spreads the message to consumers to shift a portion of their holiday spending to local businesses. This campaign is aimed to build an annual tradition that strengthens local economies, expands employment, nurtures a sense of community, and provides a more relaxed, fun, and rewarding gift-buying experience. Participation is for more than just retailers. Its a stay for out-of-town guests at a local hotel, holiday shows can be enjoyed at local entertainment venues, family dinners or company parties can be delightful at a local restaurant, end of year donations to local nonprofits can be made, and time spent relaxing at a local spa could be just what's needed during a busy holiday season. The public will be reminded to “think local first” during the campaign with messages in print and broadcast media, e-promotions, posters, and offers from participating businesses.

**Small Business Saturday, November 25, is also included in this campaign.**

### Presenting Sponsor (Exclusive)

**\$4500**

- Name of the event will be promoted as Dane Buy Local's Shift Your Shopping presented by *your business name with business logo*
  - Live logo on Dane Buy Local Shift Your Shopping event page and e-promotions for the event
  - Logo included on all print media advertising
  - Acknowledgement in radio ads
  - Participation in the Press Conference on November 2023
  - Banner ad on DBL website through March 2024
  - Acknowledgement on Dane Buy Local social media channels, member breakfast, and evening social
  - Right of first refusal as Presenting Sponsor for 2024
  - Ad in November and December Dane Buy Local *Buzz* (member e-newsletter, 2 issues per month) – 1,500 subscribers
  - Ad in November and December Dane Buy Local *Lifestyle* (consumer e-newsletter, 1 issue per month) – 4,100+ subscribers
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## Supporting Sponsor

**\$1500**

- Live logo on Dane Buy Local Shift Your Shopping event page and e-promotions for the event
- Logo included on all print media advertising
- Banner ad on DBL website through March 2023
- Acknowledgement on Dane Buy Local social media channels
- Ad in November and December Dane Buy Local *Buzz* (member e-newsletter, 2 issues per month) – 1,500 subscribers
- Ad in November and December Dane Buy Local *Lifestyle* (consumer e-newsletter, 1 issue per month) – 4,100+ subscribers

## Friendly Sponsor

**\$250**

- Live logo on Dane Buy Local Shift Your Shopping event page and e-promotions for the event
- Banner ad on DBL website through March 2023
- Acknowledgement on Dane Buy Local social media channels

