



Madison Central Business Improvement District (BID)

Promote Your Business to Cast & Crew of Disney's "The Lion King"



This year Downtown Madison will welcome Disney's "The Lion King" to the Overture Center, from **April 27 – May 23**. This breathtaking musical event draws large crowds and also requires a cast and crew of 100. These cast & crew members will be looking for places to shop, eat and go out. Some of them blog about their experiences in the cities they visit. Help them become your customer and spread the word about the great places to shop, dine and go out in downtown Madison!

The Overture Center has offered businesses within Madison's Central BID the opportunity to personally welcome this large cast and crew to Downtown Madison by offering them "Downtown Madison Welcome Packets." The packets can include coupons, gift certificates, samples, and informational brochures from your downtown business. These packets will be a great way to introduce your business to the cast and crew and encourage them to stop by during their six week stay in Madison.

Items should be small in size ranging from coupons or gift certificates, to menus or brochures. If you are interested in submitting coupons (with expiration dates), please note they will be in town April 20-end of May, so please make sure the expiration date allows cast and crew ample time to redeem them.

Number of items: 100

Confirm Participation by: Friday, April 2

Items Ready for Pick-Up by: Friday, April 9

Ambassador Pick-Up: April 12-16

To confirm participation or for more information, please contact:

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