

August 5, 2010



Madison's Central Business Improvement District (BID)

## SPONSORSHIP OPPORTUNITY

### Fall 2010 New Resident Welcome Bag Sponsorship

Did you know . . .? According to the 2007 Downtown Market Analysis Study, central downtown's 24,000 residents had an estimated retail and restaurant spending potential of \$96 million.

Reach appreciative new residents as they move into their new downtown homes by sponsoring the downtown New Resident Welcome Bags. Working with Realtors, these welcome bags are distributed to residents at the time of closing on the purchase of their new downtown homes just steps away from your business or organization.



**Description:** Eco-friendly re-usable bags (13" x 13"), imprinted on one side with sponsor logo and website, and the other with the Downtown Madison logo and website. (One color printing).

**Quantity:** 125

**Welcome Bag Contents:** Information, coupons and special offers from downtown Madison shops, restaurants, boutiques, galleries, museums, and organizations such as Overture Center for the Arts.

**Distribution:**

Fall 2010 New Resident Welcome Bags will be delivered to Realtors in late October and distributed to new residents during the fall and winter of 2010.

**Sponsorship Cost:** \$450

**Deadline to confirm sponsorship:** Friday September 24, 2010

**Contact:** Mary Carbine, Executive Director  
Madison's Central Business Improvement District (BID)  
122 West Washington Ave. P.O. Box 2136 Madison, WI 53701  
t (608) 512-1340

[mcARBINE@visitdowntownmadison.com](mailto:mcARBINE@visitdowntownmadison.com)

[www.visitdowntownmadison.com](http://www.visitdowntownmadison.com)

*Contributions or gifts to Madison's Central Business Improvement District (BID) are not tax deductible as charitable contributions; however, they may be tax deductible as ordinary and necessary business expenses.*