

November 17, 2009



Madison's Central Business Improvement District (BID)

SPONSORSHIP OPPORTUNITY

UW Student/Parent Visits 2010 – Welcome Bag Sponsorship

****Reach 550 potential UW Madison students AND their parents during campus visits****

DID YOU KNOW?

- UW-Madison students have estimated annual retail and personal service expenditures of more than \$175 million.
- Parents & friends of UW students spend \$48.4 million per year in Madison!
- 72% of central downtown residents are students.

Help UW Madison students and their parents become your customers by sponsoring the Downtown Welcome Bags for the UW Madison Student/Parent Visits in 2010!

Student/Parent Visits – Program Overview

The Business Improvement District (BID) and University of Wisconsin Admissions are again partnering to host “Admitted Student-Parent Visits” to the UW Campus this winter and spring. **550 prospective UW-Madison students and their parents** will make daylong visits to the campus on Fridays in January, February, March and April 2010. They are encouraged to explore downtown before and after their visits, and many stay overnight on their visit.

The BID provides **Welcome Bags** filled with coupons and special offers from downtown stores, restaurants, and organizations (plus downtown maps & city parking coupons) to visiting students and their parents. BID Welcome Bags encourage students and their parents to discover downtown businesses, and build loyalty among those likely to be downtown customers and visitors for the next 4 years.

Program Recap – Building on Success

The BID has partnered with UW Admission on the Student/Parent Visits since 2007. The successful program has grown each year (from 350 admitted students in 2007 to 550 in 2009). The BID Welcome Bags have been very well received. Followup surveys indicate that more than 80% of those who visited were more likely to attend UW-Madison as a result of their visit, and the BID Welcome Bags were ranked “Very Good” (top of scale) by attendees.

In response to this success, UW Admissions will again expand the program **to up to 550** students with their parents, and **from 10 to 11 sessions**, Fridays, January through April 2010.

Student/Parent Welcome Bags - Sponsorship Opportunity



Number of Bags: 550 (up from 500 last year)

Description: 13" x 13" reusable fabric tote bag.

Recognition: Sponsor's logo and website prominently printed on one side of the Welcome Bag. (The other side of the bag will feature the Downtown Madison logo, as pictured at left). One-color printing.

Bag contents: Coupons, special offers, brochures and promotional items from downtown businesses and organizations.

Distribution: To 550 prospective UW-Madison students and their parents visiting campus over eleven sessions January through April 2010.

Sponsorship Cost: \$1000

Timeline: We'd appreciate a sponsorship decision and logo provided by Friday, December 18. (Payment could be made either by the end of 2008 or in early 2009.)

Additional Options (no additional cost):

Supply sponsor "welcome letter" to be included in pre-visit mailing to students and parents (mailed early January). Qty: 550 (8.5 x 11 folded). Provide to BID by Friday, December 18.

Supply items (brochure, coupon, or special offer) for inclusion in the bags (items from other downtown businesses will also be in the bags). Qty: 550. Contact Mitch Freund (mfreund@downtownmadison.org, 443-1976) by Dec. 18 to confirm. Item pickup: Jan. 11-15.

Contact:

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Please note: As a UW Madison partnership, this sponsorship is open to businesses and products appropriate for students 21 and under. We are also unable to accept sponsorship from religious organizations or private residence halls. 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.