



To develop, enrich and promote fun and healthy life style in the wintertime through showcasing snow sports and festive recreational activities.

2010 MADISON WINTER FESTIVAL
LAST MINUTE ADVERTISING OPPORTUNITY

Dear BID Member,

The Madison Winter Festival is a weekend of winter celebration established in 2004 to promote fun and healthy lifestyles during winter by showcasing snow sports, festive recreational activities and opportunities to participate for everyone including individuals with mobility limitations. The organizers and volunteers of the Madison Winter Festival would like to offer you a unique opportunity for advertising during the three day event.

Over 100 volunteers will transform the Capitol Square into a winter wonderland in the heart of downtown Madison in 6 short hours on Friday night. The weekend is full of events and activities such as tubing, cross country skiing, snowshoeing, snowboarding, ice carving, snow sculpting, running, walking and biking. In 2009, at least 2500 children and adults participated in Festival events, and about 30,000 people attended at least part of the festivities.

In addition to several competitive events we have many family and community activities. One of these is our exciting Wander Outside this Winter (W.O.W.!) Kids Challenge, which challenges school children to engage in outdoor winter activities and eat healthy foods. 13,000 kindergarten through 5th grade students in the Madison Metropolitan School District, and their teachers and administrators, have received brochures and other information about this program. For this challenge, children record their outdoor activities and healthy eating on a colorful chart during the weeks prior to the Madison Winter Festival of February 20-21.

Other programs include our sit ski seminar and skiing that provides people with mobility limitations the opportunity to ski on the Square, Fit City Kids skiing with elite Cross Country skiers, open skiing free of charge on the Square, and many others.

The Madison Winter Festival would like to offer you and other BID members a \$250 advertising package. This package will promote your business by announcing the name and products of your business repeatedly over the two days of the Festival, by placing your name or logo on our online Festival Guide PDF (6000 downloads last year) and by providing you a Madison Winter Festival sign to place on your door to let volunteers, participants and spectators know that you are a Festival supporter. We hope that this will further increase your Festival weekend traffic and revenue.

Please make your check payable to Madison Winter Festival and send it to P.O. Box 930442, Verona, WI, 53593.

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